

PRINTERS' INK



A JOURNAL FOR THE PRINTING INDUSTRY
WITH A SPECIAL SECTION ON THE ARTS

VOL. CLXX, No. 10

NEW YORK, MARCH 7, 1935

10c A COPY

We design a new pattern for pattern advertising



30,000,000 Simplicity Patterns sold in '34
... more than any other brand at any price!

That doesn't sound as though Simplicity suffered from price comparisons. Actually, however, many women still think that a 15c pattern just can't be as smart or as accurate as a 35c to 50c brand. To correct this impression we're having dresses made from Simplicity Patterns in good fabrics from local stores, and photographed in full color for a series of editorial-type pages in women's papers.

The department stores, in turn, will duplicate these dresses and display them in their pattern and piece-goods sections, and windows. Radio broadcasts will describe the dresses and the patterns. Thousands of style booklets are ready to mail to women who sew.

For the first time an independent pattern company launches a program of national advertising, with the advertising pattern—like the dress patterns—"complete to the last flattering detail."

N. W. AYER & SON, INC.

Advertising Headquarters, WASHINGTON SQUARE, PHILADELPHIA
NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

A Gain of More Than a Million Lines IN TOTAL PAID ADVERTISING

Among Boston newspapers the Herald-Traveler again led the way in 1934. During the year in Total Paid Advertising the Herald's total of 12,816,016 lines exceeded the total of the second paper by 2,154,492 lines; the Herald's actual gain of 1,129,645 lines was a far larger gain than that of any Boston newspaper.

As usual for this period, in the major classifications of retail, general, financial and classified advertising the Herald led all Boston newspapers.

BOSTON HERALD-TRAVELER

Advertising Representative
GEORGE A. McDEVITT CO.
New York Chicago
Philadelphia Detroit
San Francisco



For eight consecutive years the Herald-Traveler has been first in total paid advertising among Boston newspapers.

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PRINTERS' INK

NEW YORK, MARCH 7, 1935

This Week

TEMPERATE remark: "There is some faulty thinking somewhere in the National Recovery Administration."

In this week's leading article, a former code official goes alphabetical. He ranges from *A* to *N* as he poses pertinent questions based on the NRA's disapproval of co-operative, intra-industrial advertising.

Prohibition of co-operative promotion, he contends, serves to defeat the NRA purpose, which is to accelerate recovery by creating employment.

* * *

S. 5, the new food-and-drug bill, moves toward enactment, its progress facilitated by the preliminary work of the last session of Congress. Before the Senate's Commerce Committee last week, discussion disclosed that, having disposed of such collateral issues as disputed terminology—including the much-mooted "self-medication"—the lawmakers and the interested groups are disposed, now, to settle down to fundamentals. Committee hearings are to conclude Friday.

* * *

And what is S. 5? In its defense steps forward Advocate Charles Wesley Dunn. As counsel for the Associated Grocery Manufacturers of America and of the Premium Advertising Association of America, Inc., this tall, distinguished-looking barrister is a veteran of last year's skirmishes and excursions and alarums. In this week's issue, he dissects the current measure and points out wherein.

* * *

The 4-A's speak. Out this week is an "Analysis and Criticism of a Study Entitled Advertising Agency

Compensation—Theory, Law, Practice—Published by the Association of National Advertisers." Forewording the agencies' answer, John Benson, 4-A president, remarks that the **Haase report** is "an elaborate study of 215 pages, which, while apparently seeking to weigh the merits and demerits of the agency structure and, if possible, to work out a more satisfactory method of compensation, really devotes its endeavor to undermining the agency structure and basis of pay." Four-A conclusion: "The current method is a time-tested institution and has the signal virtue of having *worked* in advertising as none other has ever done."

* * *

Consumers reach for their telephones. They do, points out John Caples, of B. B. D. & O., if advertisers urge them to act. Mr. Caples cites gratifying results of persuasion to obey that impulse—this under the title, "Action Via Telephone."

* * *

As sales managers' thoughts turn to **contests**, E. E. Irwin, drawing on the experiences of many contest-stagers, offers eleven contest pointers—tips on theme, prizes, steaming-up, and finale.

* * *

Salesmen of Wilson Brothers **sell**, not mere merchandise, but **merchandising plans**. Advertising Manager Knox Armstrong tells how.

* * *

For the economic-minded, this question: How can **prices** and **wages** be caused to **rise together**? To this neat little query, Thomas C. Blaisdell, Jr., executive direc-

ER

years
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ers.

tor of the Consumers' Advisory Board of the NRA, undertakes an answer.

* * *

Hide a coupon, and you'll bag the curiosity-seekers. Set your coupon in display type, and you'll garner more live leads. Why? Because, explains William T. Laing, seekers after curios hunt assiduously. They read all the small type. Possibly they read it first! Under the title, "**Inquiry Lures**," Mr. Laing suggests essential expedients for landing good prospects.

* * *

If you were to ask that veteran merchandiser, A. Wineburgh, "Of all the grist that you've reaped from business, what do you prize most highly?" he'd be just as likely as not to answer, "The fun I've had." Witnesseth this week's reminiscence—"**When Advertising Is Read**"—of the purposeful passen-

ger who read all the car cards on both sides of the street car.

* * *

Continuing a feature that opened in last week's issue, P. I. lists this week 1934's leaders in newspaper advertising.

* * *

This week, also, we review among other business books, T. Swann Harding's "**The Popular Practice of Fraud**." Mr. Harding kicks the posteriors of dishonest advertisers; but, as contrasted with other posterior-kickers, he's a better marksman.

* * *

Not-bad note: **P. I. Advertising Index**—based on monthly average of 1928-1932—stands at 74.5.

* * *

Henry Ford launches a "graduate course" in merchandising and salesmanship for all V-8 salesmen in the United States.

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THE time which intervenes between the going to press of an advertisement for The New Yorker and the sale of your merchandise to a reader of The New Yorker is just about the shortest interval which exists in the magazine field.

THE NEW YORKER, 25 West 45th St., N. Y.



SHOWDOWN

A WELL-KNOWN milling company* recently conducted a contest in Milwaukee newspapers on a new prepared flour.

Advertisements appeared in four Milwaukee newspapers. The Journal produced 79% of all traceable entries—nearly five times as many as the second paper—four times as many as the second, third, and fourth papers combined.

Here's how the space was apportioned among the papers and the percentage of the total entries credited to each—

	<u>% of Total Space</u>	<u>% of Total Entries</u>
The Journal	43%	79.6%
Second Paper	27	17.0
Third Paper	15	2.2
Fourth Paper	15	1.2

Are you concentrating your advertising in the Milwaukee paper which multiplies returns?

* Name on request

THE MILWAUKEE JOURNAL
FIRST BY MERIT

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NRA: A Piece of Paper and a Policeman's Club

Highly Essential Co-operative Advertising Is Verboten

By a Former Code Official

THE six hundred codes to which NRA has given its blessings contain a great variety of provisions, but nowhere among these provisions, even though one should hunt with a microscope, will be found an item providing for co-operative advertising by an industry.

On the part of industry this omission was not intentional. On the part of the National Recovery Administration it was intentional.

Several industries have gently inquired at NRA headquarters concerning NRA attitude on this matter. They have been equally gently informed that the National Recovery Administration very definitely did not consider co-operative advertising as one of the functions envisioned by the framers of the National Industrial Recovery Act as part of code procedure. One or two industries have done more than merely inquire, and have actually applied for a code provision which would provide for co-operative advertising. Not one has been approved.

In brief, the National Recovery Administration has definitely adopted a policy which prevents any of the following practices by code authorities:

1. A code authority has no chance of obtaining Administrative approval on a code provision which provides for co-operative advertising or co-operative promotion.

2. A code authority may not use any of its surplus funds for this purpose.

3. Inasmuch as all funds other than surplus funds are specifically budgeted, it is clear that a co-

operative advertising fund is not in the code authority cards.

With Congress now considering necessary revisions in the National Industrial Recovery Act, it would seem logical to inquire why co-operative advertising or co-operative trade development work should be frowned upon.

Such questions as the following come to mind:

A. Is NRA simply a policeman?

B. Are codes to be limited to "Thou Shalt Not" provisions?

C. If the National Industrial Recovery Act was conceived as a measure having as one of its principal aims the re-employment of unemployed millions, why should thumbs be turned down on the matter of co-operative trade development work?

D. With re-employment as one of the basic goals, isn't co-operative trade promotion more likely to create employment than, for example, provisions designed to restrict production?

E. In other words, isn't increased consumption a better answer to un-

employment than restrictive production?

F. And, if the answer to the above question is in the affirmative, isn't there plenty of evidence to prove that co-operative trade development work by an industry is one of the most sure-fire methods of increasing markets, thus increasing production, and thus leading to re-employment?

G. Isn't it also true that restrictive markets are one of the most prolific causes of unfair trade practices?

H. And, if restricted markets do encourage unfair trade practices as a result of the intense competition, isn't it logical to assume that with the broadening of markets through co-operative trade development work, many unfair practices would automatically eliminate themselves?

I. Still following out this thought, inasmuch as all business history shows that a healthy industry is more apt to be free from ruinous trade practices than an unhealthy industry, isn't there reason to believe that with the broadening of markets by co-operative trade development work, the biggest problem of NRA—compliance and enforcement—may be considerably simplified?

J. Is there any better way of bringing members of an industry together and getting them to understand each other and each other's problems than through co-operative trade development work?

K. Isn't it one of the basic purposes of the Research and Planning Division of NRA to iron out the violent fluctuation in business and in general to provide for something resembling a planned economy?

L. Assuming that this is a correct understanding of the basic function of the Research and Planning Division, it is proper to ask whether co-operative trade development work has not definitely proved itself as one of the most splendid methods of reaching this goal?

M. Isn't it true that the multitude of reports on production, sales, prices, etc. called for by various code authorities, with the

encouragement and aid of the Research and Planning Division, are designed to aid in the development of a more smoothly functioning business machine?

N. Isn't it equally true that co-operative trade development work with its broadening of markets and its offer of beneficial by-products, can do at least as much toward reaching this goal as the most efficient system of reports ever devised?

Faulty Thinking Somewhere in NRA

Many other questions come to mind. However, these few all very clearly indicate that there is some faulty thinking somewhere in the National Recovery Administration. This faulty thinking is undoubtedly based on the atmosphere of enforcement in which NRA officials are very naturally immersed.

It has been said time and time again that NRA work has been divided into two fundamental divisions: The first was that of drawing up the codes. The second was that of enforcement.

In other words, the general NRA philosophy was that the codes were to contain provisions which would tell industry primarily what it must not do and, incidentally, some of the things which industry must do in order to avoid the pitfalls set forth by the prohibitory provisions. There is no doubt that NRA concentrated its attention during its first year and a half on code development. Neither is there any doubt that NRA is now concentrating equally vigorously on the matter of code enforcement.

But in this utter concentration on two fundamental objectives, the fundamental reason for the existence of NRA seems to have been overlooked. A piece of paper called a code, and a policeman's club called enforcement, have very effectively blocked out the original idea which was economic development to the end that there might be re-employment and thus a restoration of general prosperity.

It is clear that what NRA has done, among other things, is to
(Continued on page 112)

IT DARES TO BE DIFFERENT



Points of
Difference 1-10

To SUM UP!

That The Christian Science Monitor is different . . . that its differences represent unusual values to advertisers . . . are facts indicated by the following points of distinction: (1) The world's international daily newspaper; (2) A unique reader relationship; (3) News without bias, without sensationalism; (4) 85 per cent of all copies delivered by mail; (5) Unique dealer "tie-in"; (6) Regional advertising at regional rates; (7) A magazine section with a purpose; (8) Newspaper timeliness, magazine duration; (9) Distributed in more than 8000 cities in the United States; (10) Unusual copy requirements. For further information address nearest office.

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society
Boston, Massachusetts

NEW YORK OFFICE—500 FIFTH AVENUE

Other Branch Offices: Chicago, Detroit, St. Louis,
Kansas City, San Francisco, Los Angeles, Seattle, Miami,
London, Paris, Berlin, Geneva.



AN INTERNATIONAL DAILY NEWSPAPER

We Ask Advice

CHAMBERS AND WISWELL, INC.

BOSTON

Editor of PRINTERS' INK:

With extreme diffidence—and much trepidation lest you consider me a kill-joy—let me call attention to a slight error in an otherwise well-nigh perfect editorial on page 105 of your current (February 21) issue.

This, entitled "Carburetor Joins Coupler," draws attention to General Motors' new organization for the production of Diesel-electric equipment for railways.

The error lies in the fact that Diesel engines employ no carburetors.

Sorry, Mr. Editor!—and

Sincerely yours,

FRANK R. FARNHAM.

RIGHT as a T-square is the well-informed Mr. Farnham. And right, too—under rhetorical license—was PRINTERS' INK.

Well did P. I. know that Diesel design, adapted to heavy oil, has resorted perforce to other methods than conventional carburetion to bring about explosive action within Diesel cylinders.

Indeed, upon the inditing of "Carburetor Joins Coupler," there took form in the editorial cerebration this prophecy: "And now someone will write in to say that a Diesel has no more carburetor than a jack-rabbit—maybe less."

But we let fantasy ride, hoping that even an engineer who might read our lines would sense that our alliterative carburetor and coupler were symbols, the one for the automotive industry and the other for the railroads.

Perhaps the issue raised by Mr. Farnham is broader than we know. Henceforth, shall we, con-

scious of our solemn obligation and ever mindful that life is real and earnest—and often worse than that—shall we keep our concepts concrete and our language literal?

Thus far we have dared to believe that, even in our editorials, an occasional flight of fancy, or even a touch of humor, might serve to convey more clearly—and perhaps more impressively—some thought we deemed worth passing on. Further, with what we hope has been an adequate realization of our responsibility to serious subjects, we have dared, on occasion, to treat a ponderous topic lightly. And beyond that, we have not refrained from including among our editorials an occasional stickful or so of discourse that, despite its brazen irrelevance to either the state of the Nation or the welfare of merchandising, we have considered worth printing for its own, amusing sake.

And now we wonder. The gentleman writes so genially, and withal so helpfully, that we know we haven't offended Mr. Farnham. But perhaps there are others whose sense of propriety we have outraged.

Of course, we must go on. Next week, we'll bring out an issue, and the week after that, and so on till forbid. In each issue we shall print—and if for no other reason than to hold the franchise—three pages of editorials.

But we fear to editorialize in darkness. We seek guidance. Let other readers write. With the soundest of precedent behind us, we refer this question to you, our customers. May we hear from you?

♦ ♦ ♦

"Rural Progress" Appoints Burton

Robert A. Burton, Jr., for the last five years with *Liberty* and for six years before that with *Child Life*, has been appointed director of advertising of *Rural Progress*, Chicago. He will have his headquarters at New York. He succeeds John M. Wyatt, resigned.

W. I. Tracy Elects

W. I. Tracy, Inc., New York agency, has elected the following officers: Chairman of the board, William Irwin Tracy; president, Frank S. Kent; vice-president, Arthur S. Garrabrants; and secretary and treasurer, George M. Pease.

STUBBORN *as a* MULE

is the fact of KSTP's Dominant Position in the 9th U. S. RETAIL MARKET—as proved by the recent Ernst & Ernst Survey of Listener Preference in the Minneapolis-St. Paul Metropolitan Area.

Thus: KSTP Listeners . .	50.1%
Station B. " . .	36.5%
Station C. " . .	6.0%
Station D. " . .	4.5%
Other Stations . .	2.9%

Note: 20,408 families answered during the 7 consecutive days of this survey taken between 7 A. M. and 11 P. M.



See a Certified Copy of this Survey at our General Sales Office, Minneapolis, Minn., or

with our National Representatives:
NEW YORK, PAUL H. RAYMER
CO. . . . CHICAGO, DETROIT,
SAN FRANCISCO: GREIG,
BLAIR & SPIGHT, Inc.

DOMINATES THE 9th U. S. RETAIL MARKET

Mercenary Publishers

PITTSBURGH, PA.

Editor of PRINTERS' INK:

Your editorial comments on liquor advertising are not pleasing to all your readers. In the last issue,* you let go on your proclivity to ridicule and belittle those who do not concur in your particular opinions.

As an advertising man for many years, let me tell you that Capper is probably nearer right than you are—and neither of you are specifically entitled to a halo.

The objectionable advertising and effrontery (sic) of the liquor and cigarette interests are creating a deep-seated resentment in the minds of millions of people—and they are good substantial people, too. In the ultimate smash that will eventually come on these matters, advertising is going to lose tremendously in prestige and respect. In fact, it is not being crushed with honor now.

Those mercenary publishers who have a price, and are willing to lend

themselves to solicit and promote the acquiring of damaging habits and dissipations by the youth and children of our American homes, are not cutting the wide swath they think they are. They are being tolerated—not admired. Some smart publishers will soon observe this, and by proper ethics add millions of good following to a cleaner standard of publishing, with a definite line of cleavage offered to the reading public. This growing state of mind cannot just be laughed off, or ridiculed out of existence.

Poor old advertising will wake up some morning to find it has been the willing dupe and ally of things unworthy—and the besmirched associate and helper of things despicable. I am for keeping the advertising business out of the cellar.

My name, address, and business connections would be gladly given you, but I have no confidence they would receive the common courtesies expected—but would rather be made the butt of another soggy onslaught. However, you cannot kill individual thinking; it is growing.

JOHN Q. AGATE.

"Liquor Advertising," PRINTERS' INK, February 28, 1935, page 99.

♦ ♦ ♦

Atlantic City Advertising Plans

According to Harry Bacharach, mayor of Atlantic City, N. J., that resort will spend \$70,000 of its \$100,000 advertising appropriation this year in newspapers and magazines in the United States and Canada. Fifteen thousand dollars will be placed in a revolving fund for promoting special events to attract visitors. The other \$15,000 will be used for miscellaneous purposes.

• • •

Palmedo with Lewis and Clark

Bernard T. Palmedo has joined Lewis and Clark, Inc., New York agency, as account executive. He was at one time New England representative for the former New York World and also formerly was with the Scripps-Howard Newspapers.

• • •

Now "Lighting and Lamps"

Krieger Publications, Inc., New York, have changed the name of the publication *Lighting with which is combined Lamps to Lighting and Lamps.*

Gets Pee-Chee Account

The Bayless-Kerr Company, Cleveland, has been appointed to direct the advertising of The Pee-Chee Cleaner Mfg. Co., of that city. Pee-Chee White Shoe Cleaner. Newspapers, magazines and car cards will be used. The Pee-Chee company, sales of which were formerly handled through Harold F. Ritchie and Son, will hereafter have its own national selling organization.

• • •

Rexall Campaign on 200 Stations

United Drug Company will use a list of over 200 stations for the Rexall One Cent Sales "Magic Hour" radio program this spring. Contracts for five fifteen-minute programs in one week are now being issued through Street & Finney, New York agency.

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Macfadden Advances Cunningham

William Cunningham, of the Chicago staff, has been promoted to Western advertising manager of Macfadden Women's Group

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The a

Action Via Telephone

How Advertising May Be Written So as to Secure Quick Response from Prospects

By John Caples

Batten, Barton, Durstine & Osborn, Inc.

A FEW weeks ago the Sonotone Corporation, maker of devices for people who are hard of hearing, ran a full-page magazine advertisement. The last paragraph of this advertisement read as follows:

If you are hard of hearing, *act!* We believe you can hear again, nearly as well as anyone you know, if you will go to the trouble of writing or telephoning our nearest branch office for a Sonotone Consultant to give you a demonstration. There is no obligation . . . nothing to lose . . . *all to win.* Look in your local telephone directory for our representative's number. There is one in every important city in the country. Phone him to see you. And meanwhile, your name and address on the coupon below will bring a free copy of a new book . . . "The Open Door to Better Hearing."

This advertisement is designed to make people *act*. It is stronger in that respect than many advertisements. Furthermore, it gives prospects the opportunity to act in two ways—by coupon and by telephone.

Here are other action paragraphs also taken from recent advertisements:

Remington-Rand—"There is a Remington-Rand man within reach of your telephone. Call him or write Remington-Rand, Inc., Buffalo, N. Y."

Coolerator—"The only way to appreciate the new air-conditioned Coolerator, is to try it in your home. Our free ten-day trial offer makes this easy. See coupon. Or call your ice company."

The above advertisements are

exceptions. Many advertisements contain no final urge to act, or they end with the rather cold invitation, "See your dealer."

Why don't advertisers give more attention to that highly important part of an advertisement—the action paragraph? And why don't more advertisers make use of the telephone as a sales getter? The answer is that many advertisers simply haven't realized how effective the telephone can be in getting prospects and closing sales.

For every advertiser who includes an urge to "telephone today" there are many who urge the reader to "mail the coupon today." The coupon is an old device for making it easy for the prospect to act now. Nearly everybody knows how effective it is. Actually, the telephone is simply a new kind of coupon. And in some respects it is a better kind of coupon. It enables buyer to get in touch with seller while still in the buying mood. It enables the seller to press for an immediate order, to answer questions or objections, to quote prices, to pave the way for a salesman's call.

Of course, in the case of a cigarette advertiser or a chewing gum advertiser, it would be out of line to urge the reader to telephone his order. But how about advertisements for radio sets, automobiles, cameras, bathtubs, office appliances, water heaters, washing machines? Wouldn't dealers like to get telephone inquiries? Wouldn't salesmen like to get leads direct from the advertising?

Here is a story that indicates how the telephone can be used in securing direct business from advertising. This story was told by



Why are the

A JEWELER's lot is not a happy one. He has more grief than a twice-jilted torch singer on a dark and stormy night... The price of precious metals or stones goes up or down, leaving him short or stuck... Women get tired of period designs in plate and go in for surgical instruments as tableware, or switch from lallapalooza stones to wooden necklaces, and he holds the bag... Foreign countries now and then flood the market with cheaper items... His competitors include the hock shop, the auction room, the ten cent store, the U. S. Marshal and the guy with the overdue shave who offers the genu-wine article for whatever you'll give... He has to do business in a combination bank and arsenal... And worst of all, nobody needs his stuff. It takes an engagement, wedding, birth or anniversary to make Joe Public dig down in his sock or go on the cuff for a jewelry purchase... It's such a troublesome business you almost wonder why there are jewelers... What's more, you wonder how they have the courage to advertise! But many of them do.

Noteworthy also is the fact that

the New York jewelers have an overwhelming preference for New York's mass newspaper. The News in 1934 published three-fourths of all the jewelry advertising there was, more than ten times as much as the next paper. It has led in jewelry advertising for ten consecutive years. The only reason you can figure out is that their advertising in The News reaches more people who buy more jewelry!

AFTER all, there are 60,000 marriages in New York City every year, and most of the people who commit matrimony are readers of The News. Births here exceed 100,000 per year—and most of the parents are News readers. And

Jewelers' Linage—1934

NEWS . . .	715,997
American . . .	68,209
Journal . . .	44,465
Eagle . . .	31,753
Mirror . . .	27,355
Times . . .	20,895
Herald Tribune . . .	19,286
World Telegram . . .	11,454
Sun . . .	10,242
Times Union . . .	10,034
Post . . .	5,492

TOTAL . . . 965,182



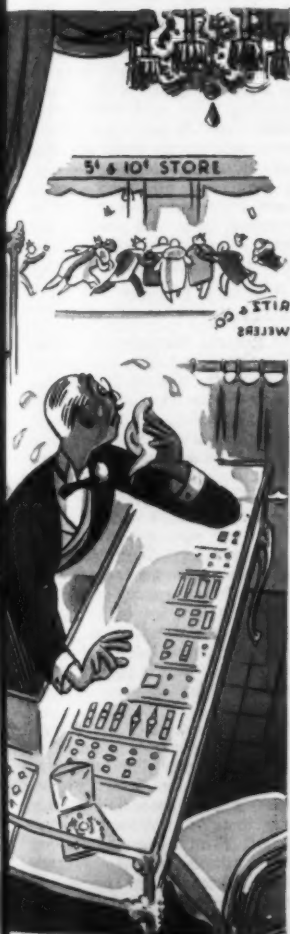
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11,454
10,242
10,034
5,492
65,182



there are some 5,000,000 people in this News audience who grow older every day, have birthdays, cut teeth, are graduated from school and college, devise costume ensembles, quarrel and make up, love, sorrow and celebrate. With an audience so large, so varied and so good, it isn't hard to sell jewelry profitably with News advertising.

Your business is probably not as difficult as the jeweler's. Your products probably have more actual demand. Your selling job is not so hard. The News market for jewelers must be a better market for you. Have you ever thought of what you could do with such a market—and such a medium?

A circulation of more than 1,650,000 families—the richest large group of families in the world—plus the high reader interest and low cost of The News—can produce business for anybody. Are you spending enough in The News this year?

THE NEWS
NEW YORK'S BIG PICTURE NEWSPAPER

Tribune Tower, Chicago
Kohl Building, San Francisco
220 EAST 42nd STREET, NEW YORK

the advertising manager of a newly established fuel company in a large Eastern city.

This man said: "Our fuel plant was put into operation on February 1. Due to an oversight we had neglected to arrange with the telephone company for telephone numbers. Consequently there was a period of several months when we had no telephone number in the telephone directory. But we did print our telephone number in our newspaper advertisements.

"This situation gave us a perfect check on the effect of advertising on telephone orders. We carried a heavy schedule of advertising, using various size space from quarter pages to full pages in all the important newspapers. Our drive was for new customers to use our fuel in heating their homes.

"At first we did not feature our telephone number in our advertisements. It was printed under our signature in the same size type as our address. Later we placed the telephone number alongside our coupon (all our advertising carries coupons). Finally, toward the latter part of the season, we featured our telephone number by placing it in a box in the center of our advertisements. We received thousands of inquiries as a result of this advertising. The results, expressed in percentages, were as follows:

<i>Inquiries Traceable to Advertising</i>	
Telephone inquiries	84%
Coupons	9%
Mail inquiries without coupons	4%
Visitors	3%
Total	100%

"Most of these prospects were sold directly over the telephone. Those we were unable to sell when they telephoned, we turned over to salesmen, together with all coupon and mail inquiries. Of the total number of inquiries, we sold 62½ per cent.

"Our selling is entirely seasonal and the following fall when we resumed advertising we secured even better results. We printed our price and telephone number in a

box near the coupon. Later we made the telephone number a part of the coupon so that people could tear it out and put it in their pockets as a memo. At the height of the winter season we were receiving so many telephone calls that we got behind in our orders. We discontinued our advertising and did not resume advertising until early spring."

The above is the experience of a newly established fuel company. The advertising manager of a long-established fuel company said recently that he, too, finds the featuring of the telephone number highly important, not only in newspaper advertising but in direct-mail advertising. He said, "When you consider that 75 per cent of our orders come to us over the telephone and that salesmen, servicemen, mail, and all other sources account for only 25 per cent of our orders, you can see the importance of keeping our telephone number before the public."

Securing New Business for a Laundry

The general manager of a large Eastern laundry told a similar experience with regard to the importance of the telephone in securing new business.

"Ten years ago," this man said, "we used newspaper advertising simply as a source of name publicity. The advertisements contained the name and address of our laundry and not much else. We expected no direct, traceable sales from this advertising and we received no traceable sales from it. Nevertheless we believed that the advertising did a good job by making our name known, just as, for example, the Wrigley advertising helps the sale of Wrigley gum.

"A few years later we started putting our telephone number in our newspaper ads. The result was that we received a few new customers whom we were able to trace directly to the advertising. So we continued printing our telephone number at the bottom of our newspaper ads because the number in no way detracted from the primary

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job of the advertising—name publicity—and it brought in some direct business.

"In the last two years we have been experimenting with a greater featuring of the telephone number. We have printed the telephone number in large type and we have urged people to telephone their orders for laundry service or to telephone for information regarding prices, special services, etc. Results have been gratifying. Our advertising is now doing two jobs—giving us name publicity and bringing direct orders from new customers."

Doubled Inquiries for a Private School

The head of a private school in New York City told his experience in putting a telephone number in his newspaper advertising.

"When we first started using newspaper advertising," he said, "we omitted our telephone number from the advertisements. This meant that requests for information came by letters. These letters were carefully answered. We secured enrolment from about one out of five prospects. Then we started putting our telephone number into the advertisements. Result: Replies were almost doubled. Also we noticed that we secured more enrolment from people who telephoned than from those who wrote. We figured it out this way: When a prospective student telephones, we have a chance to talk with him personally. We try to make an appointment with him and we are usually successful. Hence, we have continued to print our telephone number in all of our advertisements."

The above are but a few of many experiences that indicate a trend in advertising today. This trend is toward greater use of the telephone in helping to secure direct sales.

In the past, the most important trends in advertising have been discovered by those who were able to check the sales from their ads. For example, the patent medicine advertisers, the mail-order advertisers, and the department stores.

It was advertisers of this kind, who first discovered the value of testimonials, of coupons, of free offers, of comic strips, and of bargain appeals.

It is therefore quite natural that advertisers who can trace sales from advertising should be the first to discover the value of displaying a telephone number in advertising and combining this display with an urge to telephone.

This use of the telephone is in step with the times. Advertising today is more emphatic than it used to be. It contains more urge to *Buy Now*.

In 1924 most manufacturers simply displayed their product or their name in an artistic way. In 1934 a number of manufacturers not only displayed their name and product to advantage, but they also included a powerful urge to buy the product today. Or they included an urge to mail a coupon or send for a booklet which would bring further information. The 1924 advertiser aimed to create *acceptance* for his product. Quite a few advertisers today insist on creating *demand*.

Gives a Chance to Order Immediately

The telephone fits into this picture well, even better in many cases than a coupon. A coupon usually requires a follow-up. On the other hand, a telephone call can often be turned into an order without further delay.

The manufacturer spends a lot of money to put before the prospect an advertisement which will create an urge to buy. But every salesman knows how quickly a prospect can cool off. Therefore the telephone can be of value because it gives the prospect a chance to order immediately. This does not mean that advertisers should discard the coupon or the free booklet or the mail follow-up. It simply means that the telephone offers an *additional* way to secure more sales from advertising.

Here are four ways in which the telephone may be hooked up with advertising:

1. If you use newspaper adver-

THE
BROWN MAN
REPRESENTS
IN HEARST
PAPERS

—AND ALL—

New York Evening Journal
Chicago Tribune American
Boston Times Union
St. Louis Journal
Philadelphia Record
Boston Evening American
Pittsburgh Courier Times
St. Paul Pioneer Press
Washington Times
Nashville Tennessean
Cleveland Plain Dealer
St. Paul Pioneer Press
San Francisco Examiner
Seattle Times North American

—AND ALL—

Times Advertising
Atlanta Times Union
Washington American
St. Louis American
Kansas Times
Cincinnati Enquirer
St. Paul Pioneer Press
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RODNEY P. PERDUE ORGANIZ

DEALERS IN THE U.S.A. & CANADA



Men Answer "AYE"

SALES Managers say that, when the question of newspaper advertising is put to a vote, salesmen almost invariably want it. And the better they are, the more they usually want its incisive power focused upon *their* areas . . . *their* customers.

It seems good business to give it to them . . . in the order of their own success. For the best salesmen are usually given the best territories . . . the Vital Markets that account for 90% of most manufacturers' sales . . . and there is no other force so productive or so economical as newspaper advertising, concentrated where sales can be made in volume.

ALL THE



BOONE MAN

OF THE MOST ADVANCED SERVICE

tising and sell a product that can be sold by salesmen or over the telephone, try using telephone numbers in one or two newspapers or in one or two cities. If you send ready-made advertisements to dealers, leave a few square inches of white space for the dealer's telephone number.

2. If you use magazine advertising try in some of your advertisements a paragraph about telephoning the nearest dealer. For example: "The Blank Company has showrooms in almost all cities in the United States of 50,000 population or over. Look up the nearest Blank dealer in your telephone directory and telephone him today. Ask him to mail you a copy of our booklet 'How the Blank Product Can Save You Money.' If you wish, the Blank dealer will be glad to answer any questions you may wish to ask and quote prices. No obligation."

3. If you are already using a telephone number in advertisements, try *featuring* the telephone number. Include an urge to telephone. For example:

"For quick service telephone Main 5000."

"In a hurry? Just telephone Main 5000."

You might also try offering to mail a free booklet to those who will telephone in and give their name and address. This is good

for prospects who are undecided about buying. It gives them a chance to ask for something without obligating themselves. And as soon as the telephone operator hears a request for a booklet she can switch the call to one of your salesmen.

It is helpful to print the telephone number in a position where it is easy to tear out. Suggest to the reader that the telephone number should be torn out and used as a memo.

4. If you wish to key your advertisements, you can use different extension numbers. For example:

In Monday's ad in the *Times* say, "Telephone today. Main 5000. Extension 253."

In Tuesday's ad in the *Tribune* say, "Telephone today. Main 5000. Extension 254."

Another method is as follows:

In your ad in the *Times* say, "Telephone today. Main 5000. For special attention ask for Mr. Miller."

In your ad in the *Tribune* say, "Telephone today. Main 5000. For special attention ask for Mr. Robinson."

The trend toward the use of the telephone to increase sales from advertising is definitely on the increase. That it is a sound trend is proved by the fact that it was started by those who check sales from advertising.



Opens New York Office

Donald D. Grimason, for several years New York manager of *Maclean's* and later of the Grit Publishing Company, has been appointed to take charge of a New York office being opened by National Sportsman, Inc., Boston, publisher of *National Sportsman* and *Hunting & Fishing*. He will be aided by G. Fred Dailey, who has represented the publications in New York for the last several months. The address of the new office is 366 Madison Avenue.

Dombrowski with Butterick

B. Leonard Dombrowski has joined the Butterick Publishing Company, New York, as one of the senior members of the sales staff on *Delineator*. He was for over nine years with *The American Legion Monthly*, seven of which he served in the capacity of advertising manager.

Wales Agency Adds to Staff

Samuel J. Brown has been appointed space buyer by the Wales Advertising Company, Inc., New York. He was in the same capacity with the former De Sanchez-Elliott, Inc. Miss Marion Shipley, for several years in the editorial department of *Pogue* and *The Spur*, and recently advertising and publicity director for The Homestead, Hot Springs, Va., has joined the copy staff of the Wales agency.



Heads Kastor Radio Department

Edwin Aleshire has been appointed head of the radio department of the H. W. Kastor & Sons Advertising Company, Chicago. He was until recently with the radio department of Lord & Thomas in an executive capacity and before that was with the Blackett-Sample-Hummert, Inc.

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Agents Answer A. N. A. Study on Compensation

THE AGENCY'S LEGAL STATUS, to the best of our knowledge, has never been authoritatively defined with any finality either by the courts or others and, in our opinion, can never be so defined, because of the interrelated nature of the business. * * * The idea that an agent can serve only one master in a given transaction runs counter to common practice recognized by custom and by law. * * * The advertising agency is not exclusively the agent of the advertiser nor of the publisher; it is essentially an independent contractor. * * * Regardless of whether the agency acts as the agent of the advertiser, there is an adverse interest in all negotiations or contracting between them including any agreement to rebate. * * * Of course, any advertiser has the right to decline to deal with an agency on the basis of its receiving commission from media owners on his own business; and the agency can forego such commissions if it so elects. But no agency has any right to play fast and loose with the equities of a third party in accepting a commission from him and then disposing of it contrary to agreement.—*Extracts from A. A. A.'s Analysis of A. N. A.'s Study on Agency Compensation.*

ON Monday of this week the American Association of Advertising Agencies issued what it calls an "Analysis and Criticism of a Study Entitled Advertising Agency Compensation—Theory, Law, Practice. Published by the Association of National Advertisers in November, 1934." It is a copyrighted volume of some 100 pages, large size, printed in imitation typewriter type and intended primarily for circulation among the members of the Association.

The analysis has been in process of preparation for a considerable time and its findings have been closely guarded. However, the Association now concludes that it should be made public. Copies have been mailed to the members.

The A. N. A. study, which now has drawn the official fire of the agents, was made under the direction of Albert E. Haase. This explains the frequent allusion to the study as the "Haase report" made in the agents' answer.

As a preface to the report, there is a statement to A. A. A. members made by John Benson, president of the Association, which reads as follows:

After the Haase study of agency compensation was published last November by the Association of National Advertisers, an analysis of it was authorized by our Executive Board, to be made for the benefit of our members. The analysis has now been completed, in the following pages, and a copy is being sent to you for your information.

The Haase report is an elaborate study of 215 pages, which, while apparently seeking to weigh the merits and demerits of the agency structure, and if possible to work out a more satisfactory method of compensation, really devotes its endeavor to undermining the agency structure and basis of pay.

While the report might seem plausible to the casual reader, and does quote points of view both for and against the present method of agency compensation, it is so obviously biased in favor of a predetermined conclusion, that in no sense can it be regarded as being scientific. As our analysis will show, it contains too many misstatements and half-truths, vital omissions and mistaken inferences, to afford a reliable picture of the real situation.

It is to be regretted that an under-

UP - UP - UP

... but is it Circulation
or CIRCUS-lation? *



CIRCULATION can be either *solid or inflated*. If size is all that counts, then it might just as well be made of pumped-up rubber, for that kind of cannon ball looks just as heavy on the billboards and is a lot easier to lift ... UP! UP! UP!

■ ■ ■

Print a good newspaper and good advertisers in abundance will seek the good readers which that good newspaper attracts.

Get your fundamentals right and you need no circus methods in your department. The right kind of people will buy your good newspaper, not because they want a bicycle or a cross-word puzzle prize, but because they want *your good newspaper*. And advertisers will buy your good newspaper, not because they want greater size at greater cost, but because they want greater sales results *less cost*.

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK-CHICAGO-PHILADELPHIA-DETROIT-SAN FRANCISCO

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That's the way it has worked out everywhere . . . everywhere advertisers have turned thumbs down on mere quantity . . . everywhere their one measuring stick has been QUALITY HOME-COVERAGE. This has been notably true in New York, where the biggest circulation has failed to attract the most advertising. So in Baltimore. So in Philadelphia. And certainly . . . IN CHICAGO . . . where THE CHICAGO DAILY NEWS, with more home-coverage, less waste, no circus-lation and known greater selling efficiency, consistently carries more advertising than any other Chicago daily . . . and has done so as far back as there are any records.



That The Daily News does give advertiser substantially more home-coverage in Greater Chicago than any other Chicago daily has been definitely established by the most thorough and authenticated home-coverage survey ever made (a survey which, incidentally, has never been successfully challenged) which proves that THE CHICAGO DAILY NEWS HAS MORE HOME-COVERAGE IN CHICAGO AND BURNS THAN ANY OTHER CHICAGO DAILY NEWSPAPER.

That advertisers recognize this was dramatically shown in 1934 when, as usual, they placed more linage in The Daily News than in any other Chicago daily newspaper, despite the fact that, during this period, other Chicago newspapers printed over 1,500,000 lines of liquor and medical advertising not admitted to the columns of THE DAILY NEWS.



Upwards of 400,000 sound home-coverage is a better buy than any amount of circus-lation . . . advertisers have said so in the strongest way possible . . . WITH INSERTION ORDERS. Meanwhile they are not particularly impressed when the weight-lifter hoists what may be an inflated rubber cannon ball . . . UP! UP! UP!

LET'S LOOK AT THE RECORD

TOTAL DISPLAY ADVERTISING Year 1934†

DAILY NEWS.....	10,329,131
DAILY TRIBUNE.....	8,712,816
AMERICAN.....	7,545,386
SUNDAY TRIBUNE.....	4,264,810
DAILY HERALD & EXAMINER..	4,100,246
DAILY TIMES.....	3,034,201
SUNDAY HERALD & EXAMINER	2,590,318
SUNDAY TIMES.....	428,485

Thus THE CHICAGO DAILY NEWS MAINTAINS its leadership, by a wide margin, despite the fact that in 1934 other Chicago newspapers accepted and printed over 1,500,000 lines of liquor and medical advertising, not admitted to the columns of The Daily News.
†Authority: Media Records, Inc.

*Circulation obtained by Circus Methods.

THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper

85% COVERAGE



The Telegram-Gazette covers six days every week more than 85 per cent of all homes in Worcester and the average 18-mile retail trading zone which every day take a Worcester daily paper.

Population City and retail trading zone 433,287

Telegram-Gazette Net Paid Daily Average Circulation

MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts
GEORGE F. BOOTH, *Publisher*

PAUL BLOCK AND ASSOCIATES - - - National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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taking into which has evidently been put a great deal of time and effort, should not have been an impartial, scientific study, and thus have contributed to the solution of our mutual problems and commanded the confidence of all concerned.

In this respect it contrasts with the Young study made two years ago, under the joint auspices of a group of large advertisers, leading publishers and the A. A. A., by an authority enjoying the confidence of all three parties and selected by the advertisers themselves. In that study Mr. Young, regardless of his conclusions, impartially revealed the elements of strength and weakness in the agency structure, as he found them.

Credit is due the A. N. A. for collecting and compiling a mass of information about agency operation, and methods of charging for agency service. This is helpful and interesting to all concerned, although it is regrettable that so many of the facts are presented incompletely or in ways which limit their usefulness.

The study offers no well-worked-out alternative to the present method of agency compensation, with substantial grounds for its adoption, merely presenting, as the analysis will show, a fallacious point of view that agencies are legally and morally free to rebate commissions, and proposing a contract which calls upon the agency to disregard its long-established equities and obligations.

In making this analysis, we see no useful purpose in merely criticizing the Haase study in all its detail. We aim rather to clarify and refute the three main contentions, which vitally affect our business, and then to add, by way of constructive contribution, a statement of the true theory and real justification of the present method of agency compensation, as we have observed and experienced it over a long period of years.

That method of compensation is a time-tested institution, and has the signal virtue of having *worked* in advertising as none other has ever done. But there is nothing static or sacrosanct about it. Like any other commercial practice, it is always subject to such revision as changing conditions may require.

Besides all the partisan views which have their own selfish ends to serve, there is now, and has been for years, a sincere difference of opinion on the subject among fair-minded men, a difference which can be resolved only by mutualizing viewpoints of each other's needs and taking common ground.

The agency structure has admitted values and it has admitted faults, as is true of any business relationship. The advertising and publishing industry has admitted needs which are fundamental to its welfare. Advertisers are our joint customers, whose best interests are entitled to full consideration.

All of these things are steadily being weighed in the only scale which sensible minds accept—that of practical usefulness. No good can come from any one-sided or partisan attack or from attempting to break down a deeply rooted method of doing business, unless or until something better can be found to take its place.

* * *

As a basis for its argument suggested in Mr. Benson's statement, the Association puts down the six formal conclusions of the so-called Haase study as follows:

1. The advertising agency is the agent of the advertiser only.
2. It is the advertiser and not the publisher who actually pays the agency commission.
3. Agencies themselves and not publishers, fix the rate of agency compensation.
4. Major fault of the "discount" system is its seeming rigidity; does not permit of agency compensation being adjusted to needs of individual agency or advertiser.
5. "Discount" system has been modified in actual business practice.
6. Advertiser is free to make any terms he wishes with advertising agency. (And agencies may rebate commission if they like.)

It is then set forth that these six conclusions boil down into the following three main issues:

- I. That there is widespread dissatisfaction with the agency commission system, among advertisers and

among publishers, claimed to be evidenced by facts and opinions recorded in the study.

II. That the commission system is breaking down, claimed to be evidenced mainly by the varying methods used by agencies in charging for their service; by a lessening use of agency service and dependence on outside talent by the advertisers; and, by a trend during recent years away from agency placing and toward "direct."

III. That since the agency is the legal "agent" of the advertiser, and since therefore there can be no adverse interest between them, no transaction between them can be construed as rebating. Hence there is no objection, either legal or moral, to the agency's passing on to the advertiser whatever part of the agency commission it sees fit. (Claimed to be evidenced by legal argument and analysis of some 800 court cases.)

"It will be shown herein," the analysis declares, "that the first two conclusions are either contradicted by Haase's own data or inadequately supported by them, and that the third one listed is entirely fallacious on both moral and legal grounds."

* * *

In relation to the first premise, the book presents an analysis of certain questionnaires, the results of which were interpreted by Mr. Haase in proof of his contention that there is "widespread dissatisfaction with the agency commission system."

"It is important to bear in mind," the analysis says, in interpreting these figures, "that questionnaires were sent to 8,900 advertisers among whom there was supposed to exist a strong and general feeling of dissatisfaction. And yet of that 8,900 only about 10 per cent took the trouble to answer. Does a 10 per cent reply in such circumstances suggest that there is a general background of dissatisfaction?"

To an elaborate extent the analysis declares that a careful study of the figures shows "a rather slender

base" upon which to build such a charge.

* * *

And then, (major conclusion No. 2) as to the charge that the agency commission system is breaking down.

The basis of the Haase charge in this respect, according to a questionnaire outlined in the A. N. A. study, is that 430 out of the 924 advertisers answering the questionnaire, employ outside specialists to do "what the agency is presumably equipped to do."

Answering this, the analysis says:

"Agencies, as a rule, are not supposed to render such a variety of special services. Many could not do so as economically as specialists who do nothing else or perhaps as efficiently. And advertisers are better off having a free range of choice if their own agency does not happen to be as well equipped for a certain job as some other.

"Did it not occur to Mr. Haase to notice that the advertisers who make the greatest use of the agency's special services are likewise the ones who make the greatest use of outside specialists? Did he not notice the seeming coincidence that in both cases it is the larger advertisers who are found most frequently to avail themselves of the special services—both those rendered by the agencies and those obtainable from outside?

"Undoubtedly many agencies do not have as broad facilities as their clients could utilize but that is not due to the agency commission. It is mostly due to lack of advertising volume to finance the extra cost."

Answering the Haase charge that "beginning about 1930 there was a tendency for more advertisers to discontinue the use of an agency and for fewer direct advertisers to take on agencies," the analysis says:

"A net loss by the agencies of 400 advertisers out of a total of 8,666 in a depression year is hardly convincing evidence of the breakdown of the system. The fact that 96.4 per cent of all advertisers spending \$100,000 per year or more are placing their advertising

(Continued on page 106)

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Forethoughts on Contests

11 Pointers for Planners of Salesmen's Competitions—Tips on Theme, Prizes, Steaming-up, and Finale

By E. E. Irwin

THE approach of spring turns many a sales manager's thoughts to sales contests.

Discretion suggests that here is a good place to insert a "saving clause"—to wit, that without hunting very far in any direction you can find a sales executive who wouldn't touch a contest with a ten-foot pole.

These lines undertake no argument. Rather, assuming that contests will go on, they undertake to suggest, in the light of the experience of contest-stagers, three pages or so of pointers on contest technique. Not necessarily in the order in which they will apply to contest-planning, here they are:

1. *Be sure you know your purpose, and be sure that the contest will be so planned and managed that it will achieve that purpose.*

Sometimes the purpose is to energize the salesmen into selling the whole line more unanimously and more voluminously. Sometimes it is to raise the sales levels of certain items. Sometimes it is to enlist better co-operation on the part of jobbers' salesmen. In one interesting instance, a by-product purpose was to gather, for later dissemination to all the men, better methods of selling.

2. *Select a theme—a frame.*

Upon this point consider several specifications. The theme ought to be timely. It ought to be related to some kind of competition or to some event not encompassed within the range of the salesmen's daily work. Thus one of the "naturals" for sales contests is baseball. Try to pick something that will hold the maximum of intrinsic interest for the maximum number of men.

Consider the contest's length.

Whereas a baseball contest might be carried through the summer and into the fall, a hockey-match contest, or one framed in the form of a horse race, scarcely seems natural when prolonged beyond a week, or a month.

Further, if a contest is to run for a considerable time, the theme ought to be one that will permit frequent stimulus—this by way of letters to the contestants, bulletins and so on. Occasionally, in long contests, bright and spontaneous ideas for stimulation will come to the rescue in the nick of time. But generally it's best not to trust to hunches. Wisdom suggests that the stimuli be planned in advance and scheduled for specific stages of the contest term.

Appropriately, the theme may be some occasion in the company's life—its fifth year, or its tenth, or twenty-fifth, or fiftieth. Or it may be the three-quarter-century mark of the company's Old Man, or the half-century mark of his son.

3. *Determine whether all contestants are to start from scratch, or, in horse-race manner, be "handicapped."*

Most sales executives who go in for contests believe it best to give every salesman an equal chance. One method is to assign quotas—if the men don't already carry them—and award prizes on percentages.

Applying another method, one sales manager divided his contest into six parts and to each assigned a separate goal. Goal 1 was the highest total of sales; goal 2, the largest number of orders; goal 3, the largest number of days with two orders or more per day; goal 4, accuracy, completeness and help-

fulness in daily reports; goal 5, the largest number of sales of a long-profit item; and goal 6, the highest total of sales of a number of scattered items that the salesmen were prone to neglect.

4. Consider, carefully, the prizes. Shall you award cash, merchandise, or trips to the factory?

In behalf of cash, the argument presents itself—and speedily—that money talks. Few salesmen roll in wealth. Safely it can be assumed that every one of them can use “velvet” money.

On the other hand, a prize is a token, a symbol of victory. A watch, or a traveling bag, or an electric clock—especially if it is inscribed—is likely to be cherished. Money prizes may be lost in crap games; but merchandise prizes go home to win the admiration of the wives. And the embarrassment of awarding a grandfather's clock to a bachelor salesman who lives in a cubicle at the Y. M. C. A. can be sidestepped by basing contest standings on “points” and issuing a prize catalog from which winners may choose what they want.

Trips to the factory serve a number of useful ends. Of course, they establish closer personal contacts between headquarters and the field. They enable the men to assimilate new selling points. They serve, in some instances, as occasions for home-office sales meetings, at which to inculcate better salesmanship.

On the other hand, prudence suggests that factory trips be rightly timed. To bring in a group of star salesmen at the peak of the selling season is to cripple sales volume.

5. If your men like novelty, offer a prize that the men will not want and award it to the lowest man or lowest group.

If you adopt this plan, guard against humiliating the losers. A losing salesman or a losing agency might laugh at being awarded a billy-goat; and they'd laugh, too, if, at a wind-up banquet, they were relegated to a placarded table and made to eat coarse food. But in the latter situation their smiles

would be stage smiles, covering hurt feelings.

6. Consider the feasibility of offering no tangible prizes at all, or of offering something of little intrinsic value—but pounding hard, meanwhile, on the glory of triumph.

In one successful contest—one in which big-city agencies competed against each other—the prize was a package of cigarettes.

In many other instances, certificates of honor have gone to men for all-around achievement. Such a contest may be framed in the form of a track meet, to disclose the best, all-around performer—so many points of pole-vaulting score for the largest number of interviews, so many points of sprinting score for the largest number of closings, so many points of two-mile-run score for the largest number of direct-mail follow-ups, so many points of archery score for the largest number of sales closed on the first call, and so on.

Winning such a contest brings neither money nor a rug for the living-room; but it brings prestige—and the bright chance of promotion. Further, the over-all result is a general improvement in sales efficiency.

7. Keep your contest going. Don't let enthusiasm die.

If it were not for the lap prizes and the sprints and “jams,” a six-day bike race would punish the spectators as severely as it punishes the participants.

If your contest is to run for a week, stimulate it every day. Shoot out bulletins, colored and scare-headed. Use the telephone. Fire telegrams.

If your contest is to run for a month, see to it that every agency, or every distributorship or dealership is supplied with a standardized score board. Not less frequently than once a week, report all standings to all field groups, to the end that every man may know how well all the other contestants are doing.

If you publish a sales bulletin, give your contest all its space, or its dominating space. Now and

LORD & TAYLOR fashion announcements draw throngs of feminine shoppers eager for the newest styles. Lord & Taylor made a greater investment in advertising space in The New York Times last year than in any other newspaper.

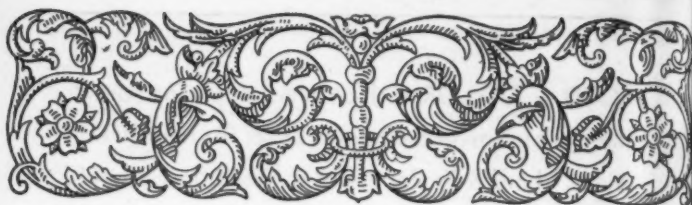
The New York Times

AVERAGE NET PAID SALE

470,000 WEEKDAYS 730,000 SUNDAYS

More New York City women buying evening dresses are reached in their homes by The New York Times than by any other newspaper—From Polk Consumer Census.





"BRING HITHER THE FATTED CALF"



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AS TALES are counted nowadays, the Parable of the Prodigal Son is a short, short story, for it is told in 524 words.

Yet in the sheer emotion of this simple piece of great fiction the fathers and mothers of 60 generations have found the inspiration of forgiveness and the motive for hospitality.

For not alone during 1900 years has it kindled the hearthfires for the errant son, but it has kept them bright for the familiar home folks and the welcome guest.

In Today's Great Fiction the essential plots invariably recur...the basic emotions are infinitely re-

peated. The story of the prodigal has appeared in any guises...it will appear again in many more. At its symbolism remains ever constant and true.

And the fatted calf is transmuted into a myriad of fine foods, exceeding those of any previous time in history in variety and richness.

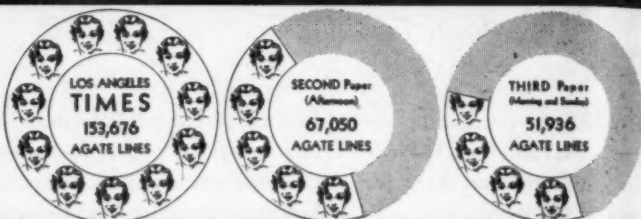
For those of us concerned in their distribution is there any background to compare with Today's Great Fiction...any setting against which the appetizing and appealing story of rare delicacies and staple necessities can be placed to better advantage?

The most stimulating...the most profitable...background for Effective Advertising is Great Fiction. Men who sell know its power. Those who know it best use Cosmopolitan most. Since by critical

appraisal, Cosmopolitan publishes more Great Fiction per issue than any other magazine, Cosmopolitan must provide a higher sales potential.

"THE MOST INFLUENTIAL BOOKS, AND THE TRUEST IN THEIR INFLUENCE, ARE WORKS OF FICTION," SAID ROBERT LOUIS STEVENSON. "THEY RE-ARRANGE, THEY REPEAT, THEY CLARIFY THE LESSONS OF LIFE"

COSMOPOLITAN



Sell the Women . . and You've Sold the Market

The above circles—based on Media Records*—show how local stores during January apportioned their women's wear advertising among Los Angeles' three principal newspapers.

Note that the Los Angeles Times is better than a two-to-one leader over the second paper (afternoon) and a three-to-one leader over the third paper (morning and Sunday). If all five Los Angeles papers were taken into account, The Times' share of women's wear advertising would amount to 55% of the total—and the same approximate ratio holds true for the full year of 1934.

Now statistical experts assert that women, either by direct purchase or through their influence, are responsible for 85% of all retail sales. Consequently any plan that shows how to get the wives and mothers back of a retail product comes mighty close to being a 100% solution of the advertising job. That is what the above circles reveal. For it is obvious that any newspaper which sells the majority of women their gloves, hosiery, hats, shoes, frocks and other apparel is bound to be their guide in selecting foods, toiletries, house furnishings, automobiles—everything.

Times' dominance in the women's field approaches the spectacular. It shows itself in The Times' all-around lead in retail advertising which in 1934 exceeded 900,000 agate lines—in The Times' 32-year lead in classified advertising—in the more than 1,000 exclusive national accounts which The Times carries annually.

Times' leadership comes from having the only large direct-to-home coverage in the Los Angeles trading area—a coverage reaching 62.76% of the market's purchasing power and growing by leaps and bounds.

*The Times' lead would be increased if stores selling both men's and women's shoes were included in the figures given. This lineage, as well as basement department store lineage, is excluded because Media Records does not completely segregate such advertising to show men's and women's lineage.

Los Angeles Times

NATIONAL REPRESENTATIVES: Williams, Lawrence & Cresmer Company, New York, Chicago, Detroit, San Francisco. NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Cleveland, Los Angeles.

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then—with news reason or not—run out an extra.

Encourage side-contests. Incite the groups to challenge each other for special, intra-contest scraps, in which the losing groups will buy their victors a dinner, or a complete set of brown derby hats, or what have you.

Call on company officials. Inspire the sales promotion manager to bet the comptroller a \$4 necktie that the contest's batch of sales will bring in fewer credit botches than did the sales of a similar period preceding the contest's opening. Suggest to the chairman of the board that, over and above and in addition to the announced prizes, he reward the topmost man with a Chairman's Cup.

Remember that what you are staging and steaming up is a fight. Keep it going. Use your imagination.

8. Give thought to linking your contest with your national advertising.

Your advertising, too, is threaded on a theme. Perhaps it embodies a new slogan, or some striking, recurrent phrase that, lifted bodily, can give your contest a name. On the score of sustaining contest interest, each succeeding advertisement in your campaign will supply some new peg upon which to hang some new reason for whooping it up.

9. Consider localizing.

Instead of attempting one, big contest, perhaps you'll prefer to strive for concentration through the medium of localized competitions, from which will emerge, not one proud winner, but six winners, or ten, or a dozen.

Localized contests offer better opportunities for intensive stimulation. The whole program can be mapped at headquarters, adapted to special—and varying—conditions geographically, and then sent to the field groups in sections. Of course,

such a program would include carefully planned instructions for the group managers.

10. Guard against high-pressure selling, and its inevitable back-fires.

The ideal contest is one in which the winner wins, not by working his prospects harder, but by working harder, more intelligently and more systematically, himself.

Thus, it is wise so to frame the general conditions, and so to manage all the details as to demonstrate to every salesman this truth: That if he will sell as he has been instructed to sell, if he will "plan his work and work his plan," if he will use the sales implements with which he has been provided, he will increase his volume and—who knows? — enhance the company's profit.

In the excitement of striving for a prize, he will lose himself in his job. Afterward, in retrospect, he will realize why he did so well.

11. Guard against after-contest let-down.

Action brings on reaction. The extra effort that the contest invokes can be offset by the breathing-spell that follows.

Hence it is wise to keep the contest going—even after it has ended. In your sales bulletin, keep the story running. Tell how Charlie Sureshot, who won the Packard, still is knocking 'em dead in Omaha. From the runner-ups draw forth ringing statements that, next time, they'll outshoot Chuck. Write an accolade, to carry the Old Man's nature. Hint at other contests to come.

Put on a special campaign—one that you planned, incidentally, before the contest opened.

Bring out a new product, or—
Announce a new campaign of advertising, or—

Design some new window displays, or—

And, finally, get that postponed haircut and take a trip to Bermuda.



Joel Powers-Andrews

Daniel R. Pettit has joined Powers-Andrews, Inc., New York, publishers' representative,

Represents Suffolk "News Herald"

The Suffolk, Va., *News Herald* has appointed Frost, Landis & Kohn, as its national advertising representatives,

A Ratification Meeting

S. 5 Is Generally Endorsed at Senate Hearing; Spirit of Compromise and Conciliation Prevails

*Printers' Ink Bureau,
Washington, D. C.*

LAST Saturday's hearing on Senator Copeland's revised and regenerated S. 5 which is officially designated (Section 1) as the "Federal Food, Drugs and Cosmetic Act," turned out to be almost a ratification meeting. There was much said for the bill and very little against it.

In fact, so smoothly did the proceedings run that at the end of the day Senator Clark, chairman of the Commerce Committee's sub-committee, conducting the hearing, announced, after a whispered conference with Senator Copeland, that the public hearings on the bill would be concluded tomorrow night (Friday).

It is not unlikely, therefore, that the measure will be reported out of committee within a week and then formally go before the Senate.

Of course it is not feasible to predict the extent to which fireworks may be displayed at tomorrow's session. But if the same conciliatory spirit that characterized Saturday's session is shown, it is probable that certain other amendments will be agreed upon. In one or two crucial particulars the contest may be transferred to the floor of the Senate or even fought out in conference with the House of Representatives.

If things go on as at present indicated, it is well within the limits of possibility that the Mead Bill (H.R. 3972) written by James F. Hoge and sponsored by The Proprietary Association, will be used largely for trading purposes and not be introduced into the Senate at all. The proprietary people are not particularly happy over S. 5, even with the amendments that have been promised and others that are in prospect. But they have secured notable concessions in suffi-

cient number to make them inclined to accept the Copeland Bill—which they would have had to do anyway.

Mr. Hoge will go before the sub-committee tomorrow all primed to make strong representations concerning certain disputed sections of the Copeland Bill—on some of which, by the way, there is already a disposition to yield or at least to compromise. The proprietary people, in fact, decided last Saturday that they would defer the presentation of their main case until tomorrow. An introductory statement of their aims and wishes, however, was read before the sub-committee Saturday by Lee Bristol, vice-president of Bristol-Myers.

Harmony Not Wholly Spontaneous

It was obvious Saturday that the beautiful harmony and the swelling chorus of praise and acclamation came not altogether spontaneously. Such things have to be planned, and this proceeding was no exception. But let us not go into that. Regardless of the cause, it was fully evident that people who bitterly opposed the Tugwell Bill and its various Copeland successors last year are entirely favorable to S. 5 this year.

It is only fair to say, however, that some of them voiced such endorsement Saturday—and that others will likely do so tomorrow—more because they were trying to make the best of a bad job than through any wholehearted acceptance of the present measure. Yet they endorsed it and this is the main thing. This world is a place of compromise anyway.

Speaking of compromise, too, there was a lot of it on both sides. The proceeding was by no means one of sticking the bill down the necks of its former enemies. Its



BY CARRIER TO THE HOMES OF BALTIMORE

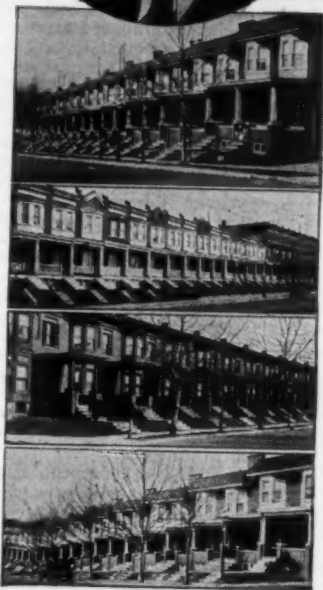
THE SUNPAPERS GO HOME is more than a pleasant-sounding slogan. It is a statement of substantial fact.

The great popularity of Sunpaper Carrier Delivery is attested by the hundreds and hundreds of blocks throughout Baltimore and suburbs where Sunpapers are delivered to every occupied house.

Forty-eight of the 146 men who hold Sunpaper route franchises and who give all of their time to this work, have been serving Sunpapers continuously for 10 years or longer.

A few of the many "solid blocks" on the route of Paul H. Zeifle are here shown. Carrier Zeifle has been delivering Sunpapers without let-up since 1921.

Coverage such as this reiterates what most advertisers already know—Baltimoreans are most readily reached through The Sunpapers—morning, evening and Sunday.



THE SUNPAPERS IN FEBRUARY

DAILY (M & E) 279,632

A GAIN OF 10,820 OVER FEB., 1934

**THE
MORNING**



EVENING

**SUN
SUNDAY**

New York—John B. Woodward, Inc.—San Francisco
Chicago—Guy B. Osborn, Scolaro & Meeker, Inc.—Detroit
St. Louis—C. A. Cour Atlanta—Garner & Grant

friends did not get all that they wanted either.

For example, a dozen or so women representing various organizations, appeared before the committee in a continuous procession and strongly endorsed the bill. Alice Edwards, of the Home Economics Association, was the leader of this group as she was last year.

But last year these women were vociferous and rampant in favor of A B C grading. No bill, they said, would be satisfactory to them unless it contained such provisions. This time, however, one by one they accepted the bill in its present form minus the grading feature and minus numerous other things they wanted.

Several of them did intimate that grading was still their pet desire and that their present acceptance of the bill was the outcome of expediency. One of them said the fight for grading would of course come later. Whereupon Senator Copeland intimated that she would have to live a long, long time before the symbolic grading proposition was legalized.

Endorsement of the bill in principle was made by Charles Coolidge Parlin of the National Publishers Association; John Benson, president of the American Association of Advertising Agencies, and A. T. Falk, director of research of the Advertising Federation of America.

Mr. Falk's endorsement made after a telephone conversation with Edgar Kobak, chairman of the A. F. A., who was detained in New York, was unequivocal, however. He said: "I want to place on record the Advertising Federation of America as urging prompt passage of Senate Bill 5, as revised, either with or without some of the additional constructive amendments suggested by representatives of the industries."

Charles Wesley Dunn, representing food and pharmaceutical interests, told the sub-committee that S. 5 is at present highly satisfactory to his organizations. He suggested certain amendments, however, which he thought would make the bill stronger and more

generally fair. He was particularly anxious that enforcement of food, drugs and cosmetic regulation would not be vested in the Federal Trade Commission, as is provided by the Mead Bill.

[EDITOR'S NOTE: Beginning on page 48 of this issue is a statement by Mr. Dunn analyzing the advertising sections of S. 5 as amended up to date and setting forth some reasons why he thinks the bill will and should be passed.]

This Federal Trade Commission matter was the main point of argument during the first day's session, the proceedings otherwise being as calm and peaceful as a Sunday School picnic—if we are to except a little flurry caused by publicity-seeking Arthur Kallet, of Consumers' Research, Inc.

W. B. Jacobs, executive manager of the Institute of Medicine Manufacturers, favored the Trade Commission, saying it would be most unfortunate if the bill allowed control of advertising to go to the Department of Agriculture. Similar representations were made by W. J. Schieffelin, Jr., chairman of the legislative committee of the National Wholesale Drug Association. On the other hand, Dr. C. B. Jordan, of the American Colleges of Pharmacy, said that enforcement of the advertising sections should be in the Agricultural Department. And there you are.

Mr. Kallet tried to steal the show, as he did last year, but did not get very far. He attempted to make some caustic criticism of Senator Copeland's radio broadcasting activities and so on, but was brought up short by the hard-boiled yet dignified and pleasant-spoken Senator Clark.

Senator Clark informed him that personalities could not be indulged in and that he would please apply himself to the bill. After repeated admonitions the Missouri Senator abruptly informed him that his testimony was at an end. Whereupon, Mr. Kallet remarking something about an American Hitler, the Senator informed him he would have to conduct himself properly.

TEN IMPORTANT DETROIT WOMEN'S WEAR STORES USE MORE LINAGE IN THE FREE PRESS

Ten of the leading women's wear stores of Detroit whose aggregate business runs into the millions of dollars yearly concentrated 54% of their total combined advertising linage in the Detroit Free Press during 1934.

Since 1928, the trend of the linage of these ten stores has marched steadily upwards from 16% to 54% of the total volume. It is reasonable to assume from the record that this placement of linage is based purely upon sales convictions. This is no one year trend, but a six year development . . . a period long enough in which to mature advertising judgments.

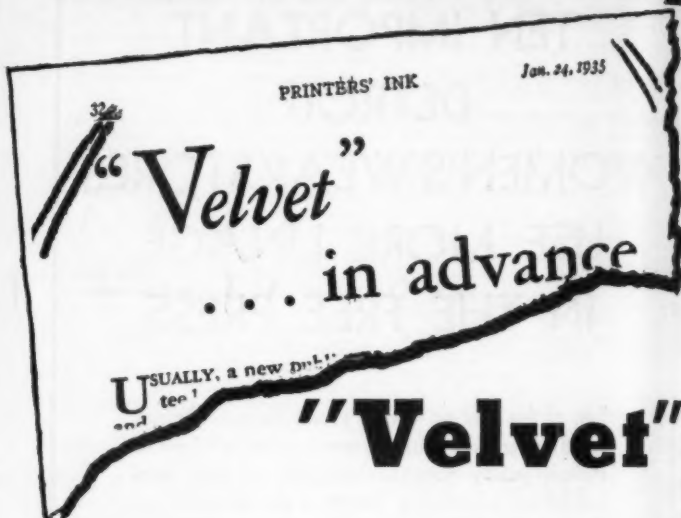
The fact that these ten important women's wear stores place the major portion of their advertising in the Free Press is an important fact for all advertisers who wish to SELL in Detroit

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

what we meant by



WHEN we promised you "Velvet in advance," we were pretty confident that the big promotion push planned by the twenty-one newspapers would quickly show up in circulation. But, frankly, we had no idea the resulting bonus of circulation would be so handsome.

How much is "handsome"? We honestly don't know

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit,



UNITED NEWSPAPERS MAGAZINE CORPORATION
420 LEXINGTON AVE., N

ACO: 360 N.
BOIT: GENE

ourselves, yet. All we know now is that the print orders are running well over FIVE MILLION* even in these first few weeks.

*Net Paid, A.B.C., 4,051,285

These, of course, are just print orders, but they show a goodly percentage of "velvet." Most of this "velvet" represents real circulation increases. Some copies are ordered by enterprising circulation managers for house-to-house sampling on the home grounds of rivals. (Even these extra-A.B.C. copies go into good homes, make new friends for THIS WEEK. They get read—including the advertisements.)

These print orders may give you a rough idea of what we meant by "velvet." They indicate the healthy circulation bonus already enjoyed by progressive manufacturers using THIS WEEK. After all, we claim only FOUR million, and charge accordingly.

THIS WEEK

A Powerful Sales Force in America's "A" Market

Chicago, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington



CHICAGO: 360 N. MICHIGAN AVENUE
ST. LOUIS: GENERAL MOTORS BLDG.

SAN FRANCISCO: 111 SUTTER STREET
LOS ANGELES: LINCOLN BUILDING

or else be ejected from the hearing room.

The incident caused not a great deal of interest, however. It has come to be an accepted thing in Copeland Bill hearings for Mr. Kallet to put on a show.

It was Mr. Kallet's idea, by the way, that S. 5 is unsatisfactory in every particular because it allegedly safeguards the interests of the manufacturer against the consumer. He would have a bill for the consumer only and let the producer get along as best he could. For the same reason, he criticized the selection of the Department of Agriculture as the enforcing body. From the very nature of things, he said, the Department represented the farmer who is pre-eminently a producer and that in any argument between the farmer and the con-

sumer, the farmer was always favored.

Senator Copeland, who is chairman of the Senate Committee on Commerce, sat in at the hearing in place of Senator Hattie Caraway who was sick in a hospital. Senator Gibson of Vermont took the place of Senator McNary of Oregon, as was related in last week's **PRINTERS' INK**. He had little to say, however. Perhaps he thought that inasmuch as he represented the Republican minority, silence was golden.

Senator Clark, who is said to be against the Copeland Bill and all its works, made an ideal presiding officer. He is adept at hurrying along the proceedings without appearing to be in a hurry. He knows how to curb tiresome talkers—and make them really like it.



With "Magazine of Wall Street"

Howard S. Heitkamp, Jr., has resigned as executive secretary of The American Veterans Association to become business manager of *The Magazine of Wall Street*, New York. He previously had been with The Chilton Company and at one time conducted his own industrial advertising service in Chicago.



Joins Superior Felt and Bedding

Samuel J. Kingon, formerly president of Holub & Kingon, Inc., New York agency, and, more recently, head of his own advertising business, has joined the Superior Felt & Bedding Company, Long Island City, N. Y., studio divans and mattresses, as sales and advertising manager.



United Cork to Hazard

United Cork Companies, with main offices at Lyndhurst, N. J., have appointed the Hazard Advertising Corporation, New York, to direct their advertising.



Names Basford Agency

The American Type Founders Sales Corporation, Elizabeth, N. J., has appointed the G. M. Basford Company, New York, as its advertising counsel.



Has Auto Finance Account

Jerome B. Gray & Company have been appointed to handle the advertising of the First Credit Corporation, Philadelphia, automobile finance. Newspapers will be used.

Completes Newspaper Survey

The Bureau of Advertising of the American Newspaper Publishers Association has released a study of comprehensive figures on reading habits and newspaper coverage entitled "Looking into a Million Homes." The figures are based on an independent consumer survey of fifteen cities in the United States which together account for \$2,000,000,000 annually in retail sales.



Has Pinaud Account

Pinaud, Inc., New York, manufacturer of perfumery and toilet preparations, has appointed Calkins & Holden, New York, as advertising counsel. Radio, business papers and sales promotional material will be used.



Adds R. D. C. Meeker to Staff

Robert D. C. Meeker has joined the staff of the Metropolitan Sunday Newspapers, New York. He was formerly with the Groville Sales Corporation, as Southern representative.



Joins Frey Agency

John L. Rogers, formerly with Ruttauff & Ryan, Inc., New York and Chicago, and Ferry-Hanly, New York, has joined the copy staff of the Charles Daniel Frey Company, Chicago.



Death of L. A. N. De Lisser

L. A. N. De Lisser, founder of De Lisser, Boyd & Terhune, Inc., New York, publishers' representative, died at Belleroose, Long Island, N. Y., on Monday. He was fifty-one years old.

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These Salesmen Are Welcome

And It's All Because They Present Opportunities to Sell Rather Than to Buy

By Knox Armstrong

Advertising Manager, Wilson Brothers

SALESMEN, as everybody knows, are usually not welcome in a retail store. But they *can* be. Sample case selling is a necessity. Every dealer wants to see the products that are being offered. But we are discovering that buyers want more than merchandise. They are interested in quality, style, quantities, sizes and price, naturally. These must all enter into the selling program.

But before these things are discussed with a buyer, it is important that he understand that there will be a demand or acceptance among consumers for the line being offered. In other words, dealers aren't buying a gross of socks or shirts; they are buying the profits that they hope to make on these items, plus the prestige or good-will that their stores will gain from carrying the line.

Our salesmen still carry samples. They are prepared to show dealers what we have to offer that will help them to accomplish a certain purpose. But our merchandise has become a part of a plan. We are not now just selling socks and shirts and pajamas for the dealer to re-sell.

Our salesmen are prepared to show retailers how we will help them to do an outstanding selling job. Every retailer, we have found, wants promotional help. Dealers everywhere have learned in the last year or so that merchandise that is tied up with promotion of some type attracts the attention of the consumer and obtains a profitable and successful sales result. We have had illustration after illustration of this fact in our business. The most

outstanding one being our Faultless pajama line.

Last year we worked out a complete plan for stimulating sales of this line. Our salesmen were equipped with portfolios that outlined the promotional possibilities in our pajamas. It showed what we would do for dealers who would carry this line. It described the dealer helps, the itinerant window displays, the things that the dealer could do himself. Last fall over 200 stores signed up for the itinerant window displays on the Faultless line. These were routed from dealer to dealer, each one keeping it installed for at least one week.

In other words, we didn't send our salesmen to dealers with sample cases only. The product had to be good, of course, but it takes more than a good product to be successful these days. The product was a good one before we took it over. It was not until we worked out a promotional plan to go with this good product that we were able to really go places.

Put the Selling Emphasis on the Plan

Another example of what we have been able to accomplish with a promotion plan was described in the December 27 issue of *PRINTERS' INK*. We took a staple product, plain color socks, and built a plan around a display device. We took the selling emphasis off of the product and put it on the plan. In this way we took the dealer's mind off of the product alone and showed him how he could increase his sales.

Right now our salesmen are car-

• POPULAR FALLACIES

"Only the BIG Fe to Advertise"

IN advertising, as in every other field of human endeavor, it is brains, energy, and persistence that prevail, not mere size. It is not necessary to be a "big fellow" to succeed.

In the national advertising field, a careful check of the progress of 520 advertisers who spent less than \$50,000 each in national magazines in 1915, showed these facts—

In 1915, these 520 advertisers spent a total of \$6,744,816—an average of \$12,971 per concern

Seven years later, in 1922, there were 442 of these companies still using the national magazines, and their total

expenditures had jumped to \$25,847,750—an average of \$58,479 each.

Just before the start of depression, another seven years later, the number had dropped to 401, but their total magazine budgets had reached an aggregate of \$40,617,438—an average of \$101,290.

Thus, in fourteen years, 77% of the group had found advertising sufficiently profitable to increase their expenditures 681%. From average budgets of \$13,000, they had progressed to average budgets of \$100,000 . . . "little fellows" who grew to be "bigger fellows" with bigger markets and bigger sales . . . created with the help of advertising.



NATION'S BU

260,000 CIRC

PUBLISHED MONTHLY AT WASHINGTON BY THE U

ES

OF ADVERTISING No. 7 •

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AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 60,000 fellow business men, your clients. Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

T'S BUSINESS

60,000 CIRCULATION



ON BY THE UNITED STATES CHAMBER OF COMMERCE

Each salesman receives instruction on how to use the portfolio. The purpose of the plan is outlined and definite instructions given on the use of the material.

The plan that the salesman outlines to the dealer contains all of the necessary elements for a complete, successful, full season retail store promotion. It is planned for use in small stores as well as in large stores. All units of the advertising, display and promotional material are closely tied together and have a continuity and cumulative value which will be immediately recognized and appreciated by the retailer.

Our salesmen are getting better reception than they have ever had before. Any retail store is interested in profits—not just merchandise. Any experienced buyer immediately recognizes a complete practical promotion plan as a means of pyramiding his volume and profit. With the Skipper-Shorline merchandising plan, we are providing him with a means toward that end.

As the salesman reviews the plan with the buyer, the latter is

bound to be impressed with its thoroughness and with the high-grade practical promotion material it includes. The salesman gradually builds up the buyer's enthusiasm to the point where he can foresee possibilities for greatly increased volume, so that by the time they have reached a conclusion it should not be at all difficult to convince the buyer that it is to the store's interest to be prepared with a very substantial opening stock so that the store may have the full advantage of the increased demand which this promotion program is bound to develop.

It is not difficult to understand how much more effective such selling is than the old practice of opening the sample case and spreading out the line before the buyer. The talk becomes one of prices and quantities and possibly quality. The salesman is forced to begin where he really should end. In offering dealers a promotional plan we can, as I have said, build up enthusiasm and interest in a line before any decision on quality is made.



Heads NBC Department

Miss Janet MacRorie is now head of the newly created department of continuity acceptance of the National Broadcasting System. Miss MacRorie has been with NBC since last July, previously having been with the Public Service Electric and Gas Company (Public Service Corporation of New Jersey) where she was in charge of new business advertising. The function of the new department will be "to see that all material offered for broadcasting meets the requirements of NBC policies of fairness to radio listeners, of ethical advertising, common sense and good taste."

Miss MacRorie will work in close cooperation with John F. Royal, vice-president in charge of programs, and Edgar Kobak, vice-president in charge of sales.



Valspar Elects Herndon

E. T. Herndon has been elected secretary and treasurer of the Valspar Corporation, New York, and subsidiary companies. He formerly was with Hayden Stone & Company and later for six years with the J. Henry Schroder Banking Corporation. He has lately been a director and a member of the executive staff of the Petroleum Heat & Power Company.

Wool Group Names United

Associated Wool Industries, which, as reported last week, has been organized to help the wool industry fight its way back from a 50 per cent loss in volume over the last twenty years, has elected the following officers: Chairman, Arthur Besse; secretary, Claude H. Ketchum; and treasurer, Walter Humphreys. An executive committee of fifteen members has also been elected.

The United Advertising Agency, New York, has been appointed as advertising counsel and will have charge of the various advertising campaigns to be sponsored by the group for the joint promotion of specific lines of wool products.

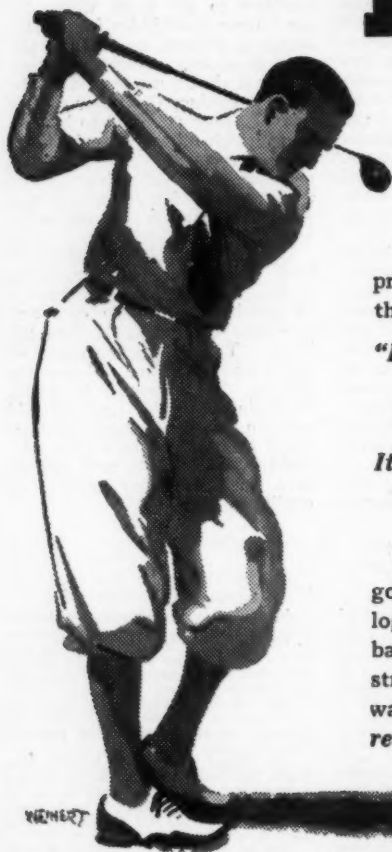
Funds are being raised for this promotion through a nominal assessment on every bag of wool shipped by its members.



J. K. Macneill Appointed

J. K. Macneill is now with the Nashua Package Sealing Co., Inc., Nashua, N. H., as divisional sales manager. This company is a division of the Nashua Gummed & Coated Paper Co. Mr. Macneill was formerly with the Clicquot Club Company in a sales promotion capacity and before that was with the Wachusett Shirt Company and Hewes & Potter, Inc.

"It ain't the



Tacked up on the wall of News
pro shop in Philadelphia like
this little poem . . . per th

*"It ain't the screamin' results,
shots in, is*

*Nor the pitches free could r
blame, on. P*

*It's the everlastin' sinkin' ve fou
Of putts that makes the experien
game."* dger

And you don't have to be es fo
golfer to appreciate its soullars t
logic. Unless that little whi phia
ball gets into the cup in fews of c
strokes, long tee shots a Bec a
wasted. For after all, it's t dger o
results that count! ther

PHILADELPHIA

EVENING

More news for readers . ore so

NEW YORK: Hugh Burke, 60 E. 42nd Street

in the screamin' tee shots"

the wall of Newspaper advertising is a
Philadelphia like that, too. The news-
paper that produces the best
results, regardless of circula-
tion, is the newspaper that
could receive first consider-
ation. Philadelphia merchants
have found from day-by-day
experience that the Evening
Ledger produces far more
results for their advertising
dollars than any other Phila-
delphia newspaper, regard-
less of circulation!

Because the Evening
Ledger does sell more goods
than, these merchants

place more of their advertis-
ing in its pages . . . over
3,800,000 lines MORE in
1934 than in the second eve-
ning newspaper . . . over
2,680,000 lines MORE than
in either of the seven-day
morning and Sunday news-
papers.

To reach the same people
who patronize these mer-
chants . . . readers who have
money to spend and are
spending it . . . make the
Evening Ledger a "must" on
your Philadelphia advertis-
ing schedule.

IN PUBLIC LEDGER

aders . ore sales for advertisers

CHICAGO: John E. Lutz, 180 North Michigan Avenue

S. 5's Advertising Section

How Recent Amendments Have Strengthened Proposed Law,
Also Making It Acceptable to Advertisers

By Charles Wesley Dunn

Of the New York Bar

THE March 2 hearings upon Senate 5 establish that representative consumer and industrial organizations now unitedly support the false advertising law proposed by Senate 5. This bill revises the Federal food and drug act (*inter alia*) to ordain such a law with respect of food, drugs and cosmetics.

This law is comprehensive in scope. For it broadly declares that a food, drug or cosmetic advertisement is false in law if it is false or misleading in any particular relevant to the purposes of the revised act regarding the article. Wherefore such an advertisement is outlawed if and to the extent it is false in fact or, while not false in fact, it is actually misleading in a particular related to the purposes of this act. And the amended title expressly declares that these purposes are to safeguard the public health and to prevent deceit upon the purchasing public.

This is the basic law proposed by Senate 5. But it then adds two special provisions as to drugs. The first provision (as now revised) is that any advertisement representation concerning the effect of a drug is false under this law if it is not sustained by demonstrable scientific facts or by substantial and reliable medical opinion. The revision is to eliminate the "in every particular" specification, because it is unnecessary; and to add the "and reliable" specification, to assure due protection of the consuming public in the circumstances.

For it is clear that the medical opinion required here is one upon which the public can safely rely consistently with the aforesaid purposes of the act. This provision was inserted in the bill to preclude

empirical lay testimony as evidence of the validity of therapeutic claims. I believe it should be further revised to substitute "supported" in lieu of "sustained." For the reason that the latter is the indicated and an adequate standard.

The second provision (as now revised) is effective to outlaw the advertising of a drug to the general public for listed incurable or perilous diseases. The revision is to delete the clause empowering the Secretary to extend this list by administrative regulation. It was because of this clause that the objection of "law by regulation" was principally made against the bill.

This law is enforced by injunction and/or criminal prosecution, instituted by the Secretary of Agriculture. And while it is comprehensive in scope it is limited in enforcement application. For it declares in effect that it shall be enforced only against the false advertiser, subject to the exception noted, and not also against the disseminator of the false advertisement. This limitation arises out of the provision that no publisher, radio-broadcast licensee, advertising agency, or other agency or medium for the dissemination of advertising shall be deemed to have violated this law by reason of the dissemination of any false advertisement caused by a vendor of the article so advertised, if he resides in the United States, and that such vendor alone shall be amenable to prosecution and penalty under the law. Hence the advertising medium is only liable for the dissemination of a false advertisement caused by a vendor residing abroad.

It is sound public policy thus to place the legal responsibility for a

false advertisement upon the vendor who caused it and to exempt the disseminator in good faith. And I advocated this policy when this revision was first considered. But such exemption should not extend to the disseminator who willfully and knowingly conspires with the vendor to disseminate a false advertisement. This I have previously stated. Apparently reasons of political expediency have prevented the revision of this exemption accordingly. I have not heard the disseminators advocate it.

Basic Principle Approved Since Beginning

Because this basic law against false advertising is sound in principle and public policy the representative food, drug and cosmetic manufacturers have approved it from the time it was first administratively suggested in March, 1933. And they have been solely concerned (a) to secure its due form; (b) to validate its maximum enforcement by self-regulation; (c) to save harmless trade puffing from its prohibition; and (d) to provide against its administrative misinterpretation and misenforcement.

As drawn in the original "Tugwell Bill" (Senate 1944) this proposed law was in bad and unacceptable form. For it declared a food, drug or cosmetic advertisement false if by ambiguity or inference it creates a misleading impression regarding the article. The vice of this declaration is clear. It is that the illegality of an advertisement is made to turn, not upon the question of its inherently wrongful character, but upon the impression it makes on the reader. Wherefore a true advertisement is made false in law if it creates a misleading impression upon the reader caused by his own ignorance, stupidity, prejudice, etc. Hence the declaration was revised as hereinbefore stated.

To validate a maximum enforcement of this law by self-regulation in avoidance of its otherwise necessary administrative enforcement a provision was added to the bill authorizing the Secretary to accept

plans for the self-regulation of advertising as tend to effectuate the purposes of the act, when presented by representative associations or groups. This is a highly constructive provision. And if the advertisers take full advantage of it, if and when this bill is enacted, they can reduce the administrative enforcement of this law to a reasonable minimum.

To save harmless trade puffing from prohibition by this law, an official agreement has been obtained that a statement will be inserted in the committee report upon the bill to the effect that this law is not intended to reach and prevent harmless trade puffing.

To provide against the misinterpretation of this law a provision has been added to the bill which authorizes any district court of the United States to enjoin any administrative act shown to be unreasonable, arbitrary, or capricious, in the light of the facts, or not in accordance with law, and injuriously prejudicial to the petitioner. To provide against the misenforcement of this law a provision has been added to the bill effective to require the Secretary of Agriculture to inform the advertiser of an administrative decision to institute a criminal prosecution against him, before it is reported to the district attorney, and to allow an administrative review of that decision and its reversal for cause shown.

These two provisions are highly important to prevent the administrative misuse of this act in the field of opinion representations. And the latter provision I have long advocated, in particular.

Why Trade Commission Should Not Be Enforcer

As stated Senate 5 places the enforcement of this false advertising law in the Department of Agriculture, which is authorized to enforce it by an injunction and/or criminal proceeding. Whereas the Mead Bill (H.R. 3972), sponsored by the proprietary medicine association, transfers the enforcement of this false advertising law to the Federal Trade Commission. I use the word "transfer" in the sense

Take a Sales Tip from You



This series of "reason why" advertisements is being run to help advertising agents and advertising managers get appropriations OKed today.

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Tip from Your Wife

America's married women spent hundreds of millions of dollars last year for cosmetics and beauty treatments. Their own instinctive sales sense tells them what too many business executives are apt to forget—to have is one thing; to hold, another.

customers are like husbands; they have to be courted constantly, even after the first sale. And it takes the same weapons to hold them that it took to win them in the first place—a good sales force, backed by good, consistent advertising.

If you've deserted the advertising columns temporarily, make it come-back *now*. Take your customer's eye off the attractive sales stories your aggressive competitors are telling him. Show him your product is *still* the one to buy.

You can do this job thoroughly and inexpensively through the Graw-Hill Publications—which cover, with a minimum of waste, the key men in "Industry's 12 Major Markets."

GRAW-HILL PUBLISHING COMPANY, Inc.
330 West 42nd Street, New York, N. Y.

American Machinist
Auto
Transportation
Best Week
Age
Chemical & Metallurgical
Engineering
Instruction Methods

Electrical Merchandising
Electrical West
Electrical World
Electronics
Engineering and
Mining Journal
Engineering News-Record
Food Industries

Factory Management and
Maintenance
Metal and Mineral Markets
Power
Product Engineering
Radio Retailing
Textile World
Transit Journal

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and adver-
ed today.

of comparing that bill with Senate 5, which it is directed to modify.

This transfer Senator Copeland opposes. And the March 2 hearings establish that leading consumer organizations likewise oppose it. They also establish that it is opposed by representative food, pharmaceutical and cosmetic organizations.

In drafting Senate 580 I adhered to the enforcement plan of Senate 5. I did so because the revised act is enforced by the Department of Agriculture, which has always enforced the present act. And I oppose such enforcement transfer to the Federal Trade Commission because I see no logical and sound reason for it and because I deem it contrary to the public interest. And in opposing this transfer I recognize the fact that the Federal Trade Commission now has jurisdiction—a limited jurisdiction—over false advertising for its prevention.

To be more explicit:

First: There is no logical or sound reason of public policy why the enforcement of the false advertising provisions should be separated from the adulteration and misbranding provisions of the revised act, and placed in different administrative agencies. For these provisions are all interrelated and together they constitute a single enforcement problem for best solution principally to protect the public health.

Second: The Department of Agriculture is and always has been the administrative agency of the Federal Government for the enforcement of such laws to protect the public health. (This aside from some incidental laws enforced by the Public Health Service.)

And it is scientifically organized and experienced to effectively enforce these laws. Whereas the Federal Trade Commission has no scientific organization whatever and must always principally rely upon the advisory assistance of the Department in correcting the false advertising of food, drugs and cosmetics in its scientific conception. The fact is that the Commission is principally an anti-trust law ad-

ministrative agency, organized with lawyers, economists and laymen accordingly.

Moreover as a result of the *Raladam* case the Commission is restricted in its ability to effectively prevent false advertising. This because the Supreme Court therein held in effect that the Commission must prove that an advertisement is unfair to competitors as well as false in fact before it is empowered to issue a preventive order. Which proof may be difficult if not impossible to obtain in a well-defended case raising a serious question of public health injury. While it is true that the revised act may be so drawn as to remove the handicap of the *Raladam* case, nevertheless the broad question whether this transfer is justified in the public interest remains subject to the answer here stated.

Third: The revised act is designedly a criminal statute, as in the case of the present act. And it is drawn in pursuance of the public policy that to deal effectively with false advertising seriously endangering the public health the Government must have the alternative enforcement of injunction or criminal prosecution, as in the case of adulteration and in the case of misbranding and for the same public reasons.

In short, the question of this transfer must be viewed and answered from the standpoint of the controlling public interest and in the light of the fact that the principal purpose of the revised act is to safeguard the public health. It cannot be maintained that the Federal Trade Commission is better organized, equipped and experienced to enforce such a public health law. For the contrary is the fact. It cannot be maintained that this false advertising law will be better realized for the protection of the consuming public if it is enforced by the Federal Trade Commission. For the facts indicate to the contrary. The deliberately false advertiser has little to fear from a cease and desist order enforcement by the Commission. But he has much to fear from a criminal prosecution by the Department of Agriculture.

WASHINGTON (D. C.) presents a market approaching nearly a million people who can **AFFORD** the things they want and who want the things that enter into comfortable and luxurious living. They spend with the assurance and freedom of fixed, liberal incomes.

If you are not cultivating this market, you are overlooking one of the outstandingly bright business spots of the country.

It is an accepted fact among national advertisers that the use of **THE STAR—Evening and Sunday**—is the **ONE** medium needed to take your message into the homes of the National Capital and the 25-mile shopping radius into Maryland and Virginia.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. Lutz
Lake Michigan Bldg.

*Minimum cost for
maximum results*

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers





Journey's End

may call their own: "A bit of earth, a piece of sky, and a castle in between."

Disinfecting families sought out stone caves and lit fires

The heating plants and fuel, the laundry equipment, electrical appliances, mechanical refrigerators, kitchen utensils, the furniture and rugs, curtains and draperies,

may call their own: "A bit of earth, a piece of sky, and a castle in between."

Primitive families sought out stone caves and lit fires on the threshold to warn off prowling beasts. Feudal barons sought security with drawbridge and moat.

Down through history the Home has been a symbol . . . something for which to work, to fight, to make sacrifices—be it palace or wigwam, thatched cottage or bleak igloo.

It is hard to overemphasize the importance of this *home instinct* in sales plans, today. Families with a private home plant their roots deep. Their entire outlook is different: Their needs, their desires, their purchases, their mode of living . . .

For some reason, this *home instinct* is strongest in Philadelphia . . . so strong that this people have built the greatest City of Homes in all America. Philadelphia has more *single-family dwellings* than New York City and Buffalo combined; more than all of Detroit and Cleve-

The heating plants and fuel, the laundry equipment, electrical appliances, mechanical refrigerators, kitchen utensils, the furniture and rugs, curtains and draperies, porch furniture, lawn and garden needs . . .

Another need in every home is a home newspaper. Philadelphia has chosen The Bulletin. Its circulation of 511,647 (1934 net paid daily) is two and one-half times that of any other evening newspaper, and more than the daily morning newspapers combined.

This thorough coverage of America's greatest Market of Homes has resulted in The Bulletin carrying more national advertising than any other six-day newspaper in America, for three successive years.

If you have a *home product* to sell, Philadelphia—the City of Homes—deserves first place in your plans.

© 1935, Bulletin Company, Philadelphia, Robert McLean, President. Wm. L. McLean, Jr., Vice-Pres. and Treas. Sales Offices: New York, Chicago, Detroit, San Francisco.

"IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN"

P. I. Advertising Index

General January Volume 8.8 Per Cent Above a Year Ago;
Outdoor Advertising Up 6.8 Per Cent

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE general index for January, 1935 is 74.5 as compared with the monthly average for its base period 1928 to 1932, which equals 100.

This general index is a composite of the five separate indexes for magazines, newspapers, farm papers, radio and outdoor advertising, which have been running in PRINTERS' INK as these data have become available.

The index shows that advertising activity in January, 1935 declined 1.5 per cent from December, 1934, when it was 75.6.

This index has been corrected for seasonal fluctuations, so that

the drop in the January figure as compared with December represents the decline in advertising activity after the usual month-to-month changes have been eliminated.

On the other hand, the January index indicates an increase of 8.8 per cent over the same month a year ago.

Advertising activity at present is somewhat below the comparatively high points of last May and June. It is, however, maintaining a level well above the depression low points. January, 1935 is 36.9 per cent over March, 1933.

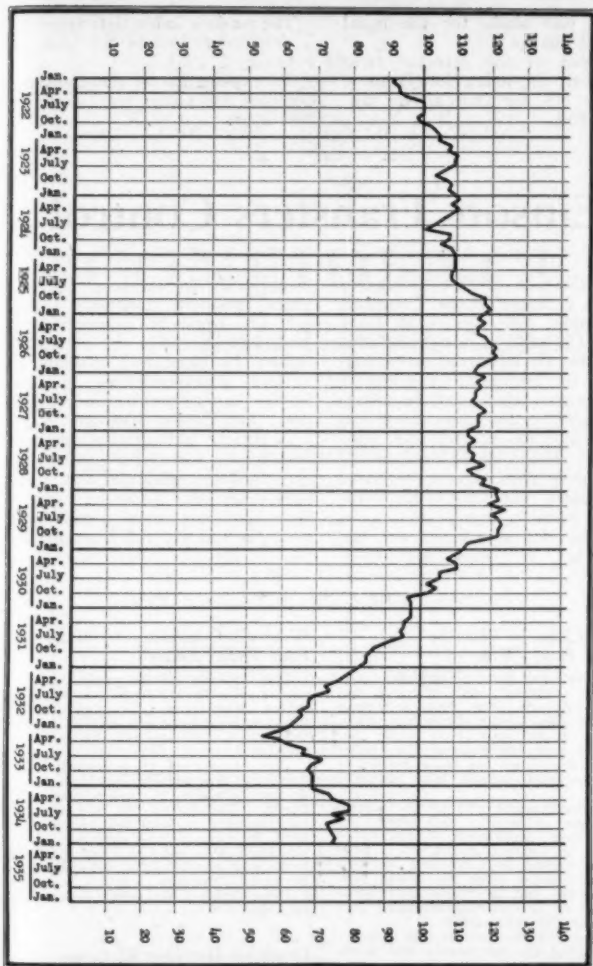
This index, which is the first

MONTHLY INDEX OF OUTDOOR ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation





GENERAL INDEX OF ADVERTISING ACTIVITY BY MONTHS

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected for Seasonal Variation

general index of advertising activity ever to have been compiled, has appeared once before in PRINTERS' INK in the issue of February 14, 1935. At that time the method of constructing it was described.

Outdoor Index

The outdoor index, based on the composite billings of outdoor com-

panies that represent 40 per cent of the total outdoor advertising of the country, stood at 45.5 for January, 1935. This means that the January billings were 45.5 per cent of the average monthly billings for the base period 1928 to 1932.

The January index as compared with December, 1934 shows a drop of 5.6 per cent. This represents the percentage decline after cor-

rection was made for the usual seasonal change.

In spite of the decrease from December, the index for January, 1935 is 6.8 per cent above January, 1934.

The outdoor index first appeared in **PRINTERS' INK** in the issue of February 7, 1935.

An explanation of the construction of the index was given in that issue.



Einson Transfers Control

MORRIS M. EINSON, head of the Einson-Freeman Company, lithography firm located at Long Island City, N. Y., announced this week that he has transferred control of the business to a group of younger men who have been associated with it for more than ten years. For the present, Mr. Einson will remain at the head of the company as chairman of the board of trustees, but will retire completely within a few years.

Newly elected officers are the following: N. Joseph Leigh, asso-

ciated with the company fourteen years, president; Lawrence J. Engel, who began his connection ten years ago, executive vice-president; Albert Hailpam and William G. Adams, vice-presidents; Francis D. Gonda, vice-president and secretary; Leo Einson, treasurer.

A former Philadelphia newsboy, Mr. Einson founded a small show-card business when he was fourteen years old. Later he came to New York and opened a small business. He founded the Einson-Freeman Company thirty years ago.



Magic Clubs to Promote Sale of Boys' Wear

The National Boys' Magiklubs, Inc., has been organized, with offices at 444 Madison Avenue, New York, to present Magiklub boys' wear, including shirts, pajamas, coats, suits, etc., to be promoted in over 400 cities in the United States. Franchises are being granted to one department store in each of these cities.

The organization will create interest on the part of boys in each community in the boys' department of the stores licensed to conduct Magiklubs. Boys will be invited to enrol and membership will allow them to attend free magic shows and to receive instructions in magic by professional magicians furnished by the organization.

A comprehensive advertising program is scheduled for newspapers and magazines.



Joseph Binder Appointed

Joseph Binder, Austrian poster artist, who recently was guest instructor at the Art Directors Club of Chicago and at the Art Institute of that city, is now associated with the Minneapolis School of Art.



Has Life Insurance Account

The Provident Mutual Life Insurance Company, Philadelphia, has appointed Jerome H. Gray & Company, of that city, to direct its advertising.

Women's Committee to Make Four Radio Awards

Four awards will be made this year by the Women's National Radio Committee, New York. Two will be for the sustaining programs deemed best by the judges, and two will be for sponsored programs.

The purpose of these awards is to encourage broadcasters and advertisers in their attempts to present better programs. The judges, it is announced, will be asked to keep this viewpoint in mind in making their decisions. Consideration also will be given to placement and character of advertising in sponsored programs.

Presentation of the awards is scheduled for April 10.



Death of Harrison K. Caner

Harrison K. Caner, vice-president of the Ketterlinus Lithographic Manufacturing Company, Philadelphia, died last week. He was sixty-eight years old. He became associated with the Ketterlinus company in 1897. His son, Harrison, Jr., is president of the company.



Adds N. J. Cavanagh to Staff

Norbert J. Cavanagh has joined the staff of Reincke-Ellis-Younggreen & Finn, Chicago advertising agency. He previously was with the McJunkin Advertising Company for a period of fifteen years.



"CONFIDENCE —from Cover to Cover"

That's what you get in Quality Group readers. A confidence beyond editorial content, right through Quality Group advertisements—cover to cover. Thousands of letters prove this, as witness one:

"The high quality of your magazines tends to give us confidence in the products advertised, quite out of proportion to the attention we pay to ads in the more popular magazines. In the case of our home, at least, we would not see the ads in the big national magazines, since we do not subscribe to any of them."

We take pleasure in indicating this. And in the fact that 90% of our subscribers stated that they felt exactly the same way about our advertising. 32.7% of them do not subscribe to, or even read, the so-called "mass magazines", at all!

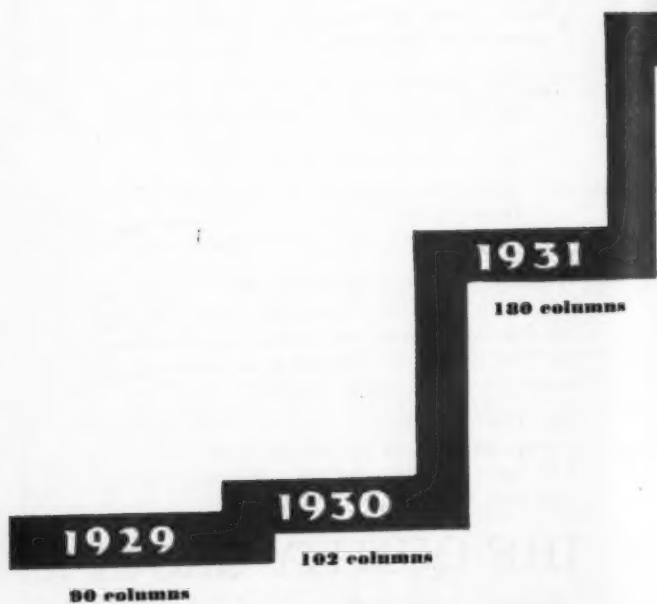
The Quality Group's 225,000 "first-families" average 40 years of age—right in the middle of The Age of Plenty—the age when they can buy what they want, when they want it.

THE QUALITY GROUP

Harpers Magazine · Scribner's Magazine

Current History · Forum Magazine

597 FIFTH AVE · NEW YORK



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1934

378 columns of foods and beverages

1933

276 columns

TIME is the only leading magazine to show a consistent six-year gain in pages of food and beverage* advertising.

TIME is now third among all general (non-women's) magazines in pages of food and beverage* advertising.

TIME

The Weekly Newsmagazine

*Non-Alcoholic.



"...I HAVE ENOUGH TROUBLES TODAY TRYING
TO FIND PAPERS WITH THE RULE OF THREE!"

A staggering mass of data may easily seem as full of complications and headaches as an income tax blank. But there is one sure way to find the answer—apply the Rule of Three! You understand, of course, that you will not find it completely fulfilled in most major markets. That distinction still seems to be reserved to only six papers in all the country, in cities of 300,000 or over. That the daily Journal is one of the fortunate six, is our good fortune—and yours.

The JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

The RULE of THREE:

CIRCULATION LEADERSHIP

- 1** The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has 32% more city circulation than any other Portland daily.

+

ADVERTISING LEADERSHIP

- 1** The daily Journal leads in retail linage, general linage, total paid linage.

+

LOWEST MILLINE RATE

- 1** The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

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Inquiry Lures

Ten Short Cuts Which Will Help Gain Increased Attention for Coupons

By William T. Laing

A FEW days ago I talked with the sales manager of an organization that sells business machines. The subject of inquiries came up. I asked the sales manager what novel experiences he runs across in his work with inquiries and what artifices he finds most helpful for promoting coupon clipping.

Right away it was clear that the topic was one to his liking. "Artifices?" he echoed sententiously with the smug air of one who knows his artifices, "Why bother about them? Exploit some common trait, say readers' inattention or scrupulosity, not to mention others. Once you do so, the invention of suitable artifices for winning wanted attention is simple enough." Then he added the cryptical afterthought, "And readers won't cross you."

I asked the sales manager just exactly what he meant by "cross."

He seemed surprised at my lack of insight. "I mean this," he explained tolerantly. "The other side has the ball. Fourth, and three to go. Now your opposition moves into a punt formation. Then to your surprise the quarter capily tosses a shovel pass on a line—plunge through your spread out blockers. His slight deception picks up the needed yardage. He out-guessed you. See the point? 'Crossing,' they call it."

"Plain enough!" I conceded amiably. "It could, again, work like this: You write some Grade A copy. Inquiries promptly hit a new, all-time low. But you can explain it to the front office. Readers merely 'crossed' you. A properly picketed defense waylaid your slide off tackle. 'Pepper' Public broke through and slammed you

for, 'no gain.' 'Diagnosing' the play, they call—"

"Fine!" the sales manager applauded briskly across my sham derision. "We now see eye to eye. We see that readers now and then do turn glacial glances—'diagnosing,' to you—on some of our cherished, personally fabricated, copy conceits. Yes, even mine. This brings us to the crux of the matter—exploiting the public's fixed habits, whims and preferences as a means of promoting coupon clipping. Only one such trait fittingly put to use incites more readers to send in coupons than a whole galaxy of our own notions how readers see, think and act, all lumped together. I'll diagram the idea for you.

Get Plenty of Leads from Real Prospects

"If I give our salesmen no leads, we soon have no salesmen. Give them poor leads, we soon have no sales. The next step is plain. Get plenty of leads from honest-to-goodness prospects. Shoo off curiosity seekers. Now common sense tells us how to do so. Frame offers less invitingly. Hedge a bit with words. Display the offers less conspicuously. For any novice can see how the curious might easily miss the small displays, yet seize on the big displays instantly.

"So we word our coupons like this: 'Yes, I am interested in "—" adding machines.' Also in the invitation to inquire we make it perfectly clear to the idly curious that we concern ourselves only with readers who actually are interested in adding machines. We place the offer where it is a trifle difficult to see.

"Then to our surprise we one day discover that this isn't the

thing to do at all. Common sense shockingly misled us. These carefully thought out precautions of mine missed the mark a mile. I simply allowed readers to cross me.

"But what, then, is the way to win inquirers? Strange to say it is by a verbal process quite the reverse to the one reason counseled. Off and on I'd noted in prospects' letters of inquiry a plain hesitancy on the part of some to ask boldly for booklets. A few, rather apologetic—not quite ready to buy. Others put ahead of their booklet requests some query or other for further information as to this point or that. I'd marked also that in our best pulling advertisements the offers happened to be set in clearer, larger type. Oddly enough, the quality of inquiries from the heavier displays seemed to be somewhat better. Then came the day when we went clear overboard with our copy plunge.

"We changed the coupons to say: 'No obligation implied, I am willing to read your booklet.' The invitation to inquire, we set in huge type so none would miss it. In the closing appeal we said as emphatically as possible, 'Even if you are not interested right now.' The result: a fifth to a fourth more prospects replied—higher grade prospects, too."

Curiosity Seekers Hunt for Offers

Why does an offer—and this applies particularly to free offers—mildly displayed draw smaller response mainly from the curious; an offer heavily displayed, draw larger response mainly from prospects who are genuinely interested? All would think as the sales manager did, that displays work just the other way. Here's the sales manager's explanation. He says it is because curiosity seekers hunt around for offers. You don't have to angle for their attention. They see the offers anyway. On the other hand, the better class of prospects glance over advertisements cursorily. They miss the offers unless we flag their notice with the big, attention-getting displays.

Why do many readers decline to send coupons that carry declarations of interest? Why do many send no coupons at all unless the coupons themselves and the accompanying copy make it utterly clear that coupon senders are under no obligation whatever? The sales manager says it is because a fifth to a fourth of our possible readers-markets, so response records show, is made up of people who have scruples against accepting favors of anyone, particularly favors that they may not be able to repay. They are unwilling to obligate themselves even for booklets or samples. The one who does not scrutinize his replies closely might think the contrary is true.

Anyway, there's the sales manager's figures—a fifth to a fourth more inquiries—just by writing offers and appeals aimed to include the inattentive and the scrupulous. Moreover the sales manager said there are numerous other such traits which can be used so as to uncover additional markets.

A Twenty-two-year Record on Copy Experiments

Soon after I called on an agent who pioneered in keyed advertising. His twenty-two-year records cover results endlessly traced on experiments with copy for a wide variety of products. I've heard the claim made that in his repository of statistics one can learn in an hour or two what many a man formerly spent a lifetime finding out. Here would be the one place of all to come for facts about readers' response habits and how these habits affect coupon clipping.

I asked the agent if he would tell me what he considers are the best devices for drawing attention to coupons. Preferably devices on which keyed copy users generally are in close agreement. If the devices are grounded on readers' characteristics, so much the better. He said his records reveal ten such devices. Each aims at one or more of readers' characteristic reactions to offers. All ten promote coupon clipping. Contrary steps cut down response. The ten, he said, represent not only his

own accumulated facts, but also the standard practice that has grown out of two decades' results traced to keyed offers. Here is his list of indispensable essentials:

VISIBILITY—

- (1) Isolate coupons typographically. Give coupon display the utmost visibility.
- (2) Make it extremely easy to tear coupons out or to clip them.
- (3) Arrange typographical eye-paths in layouts as a means of drawing readers' glances from headlines to coupons.

WORDING—

- (4) Word coupons in language crystal-clear—simple, short, easily understood words. Avoid originality.

CLOSING APPEALS—

- (5) Put invitations to inquire in bold display.
- (6) Furnish persuasive reasons for quick action.
- (7) Emphasize, "No obligation."

OFFERS—

- (8) State or repeat in or near the coupon whatever is essential to a clear understanding what is offered.
- (9) Substitute liberality for hedging.
- (10) Make coupons wholly unattractive to all but genuine prospects.

I asked the agent which of the ten he considers the most effective. He said: "Number 3," but he added a qualification, "under the right circumstances." He gave me the name of an advertiser who uses number 3 wherever practical. This advertiser manufactures toilet accessories. His advertising manager smiled significantly when I mentioned the agent's qualification.

"Take this layout sheet," he directed. "Rule in the borders of a page advertisement. With a single line, rule off the layout's upper fourth. Divide the fourth vertically into three equal parts. The middle division is picture. The divisions on either side are white space. From the picture's two

lower corners, draw vertical lines so that at a point three inches from the layout's base the lines come within two inches of converging. This gives you a V-shaped space open at the foot. There a coupon goes. Within the V, white space; on both sides of the V, text. Now you see how readers' glances glide from picture and headlines to coupon. No obstructions block the way. That's what the agent meant by 'eye-path.'

"A wonderful idea," the advertising man went on to say, "for getting coupons seen. Fully as effective for leaving copy unseen. That explains the agent's qualification. We wanted sample requests fully as much as we wanted our copy read and remembered. In fact, we were willing to lose a few readers of copy, if by doing so we could get a few more sample requests. That's what the agent meant by 'right circumstances.' In advertising where inquiries are incidental, such a device may sometimes still be used, if toned down a bit, say as Drano does. A vertical, dash line drops from the top of Drano advertisements to the Drano logotype at the layout's foot. In this way far less attention is drawn away from the text."

"Greasing 'em to the coupon," mail-order men used to call your device," I told the advertising manager reminiscently. "But you, too, tone down the device markedly from the pointing hands, glaring curved lines and arrows mail-order men once liked to use. What response gains can you make with this artifice? Have you compared results with and without this greasing—?"

"Eye-paths!" the advertising manager corrected professionally. "Yes, draw readers' glances adroitly from headlines and pictures to coupons, and you increase the quantity of your inquiries 15 per cent to 30 per cent."

I thought my agency friend hadn't pulled such a big rabbit out of the hat when he jotted down short cuts 1 and 2. My off-hand notion is that what one gains by making coupons merely easy to



- Beginning with the April issue Delineator scrapped all forced circulation methods, i.e., nuisance boy selling, club offers, combinations with other magazines, et cetera, and from that point on will gain circulation through editorial excellence and simple, full-price, constructive circulation methods.

Support
Delineator
CIRCULATION

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NEW YORK

Supported and encouraged by leading advertising heads, Delineator has put a bomb under the high pressure CIRCULATION RACKET. For a racket it is!

As one of the most prominent advertising agents says:

"I have urged Delineator to lead the way by throwing out all forced circulation so that advertisers would not be paying heavy premium for mass of readers who did not spontaneously want publication but were induced to buy by high pressure methods.

Competition between publications to show big volume circulation

is wastefully penalizing advertisers and to my mind constitutes the greatest evil in circulation buying. My thought is that we should lend every effort to induce magazines to cut away from the forced circulation racket. And I feel it is in the interest of all our clients to give Delineator full support in this pioneering enterprise."

RESERVE YOUR SPACE FOR THE JUNE ISSUE TODAY

Net paid circulation for April and May was in excess of 1,800,000.

New rates based on circulation of 1,500,000.

\$4,850.00 for black and white page.

\$6,400.00 for color page.

DELINEATOR

NEW YORK

CHICAGO

SAN FRANCISCO

see and to clip is nothing to scandalize the neighbors. A household equipment manufacturer's surprising experience gave me an altogether new slant on that. He said he once put around his coupons garlands of pictures decorated with typographical ornaments—slogan, logotype, illustrations of merchandise, premium and what-not. Then he said he tried on advice of counsel a plain, unadorned coupon, isolated by half an inch of white space from any type matter whatever so that the coupon was one of three or four conspicuous features of his advertisement. The result: About 20 per cent more inquiries.

Then a pharmaceutical company's president who once gave away samples—door-to-door—showed me the dark side of the liberality-in-offers picture. "Why, up in Westchester," he related challengingly, "a little girl's father had a carpenter build shelving around the walls of her room the better to house the samples his child amasses. We arrived nowhere fast by giving away samples. In this land of the free offer and the home of the sample chiseler I wouldn't think of broadcasting free sample offers."

It seemed that the Westchester child prodigy somewhat soured the pharmaceutical company's president on inquiries. He elevated a personal distaste into an advertising policy and banned coupons altogether. He occasionally, though, does run a mild sample offer well concealed in his text where, as we saw earlier in the story, the curious can't find it.

A score or more of advertisers cited from their experiences numerous minor examples that dovetailed with the short cuts the agency president listed. As far as I could learn, advertisers quite generally have switched from devices of their own contriving to

steps taken over bodily from keyed advertising experience. Oh yes! About the sample gougers the pharmaceutical company's president shied at. The advertising manager of a Chicago catalog house had a significant and different slant on them.

"Curiosity seekers!" he spaced out the words emphatically. "They're eternally with us! It seems that only a minute percentage of our inquirers on specialties ever actually buy. With us a very common percentage is ten out of every 100 inquirers. Some such small percentage holds in every business. Boys' and girls' primary course in penmanship, apparently, is scribbling for samples. What of it? Who cares what the other ninety do with our booklets and samples as long as we sell the ten? The most eloquent monument I know of to the amazing possibilities in this microscopic, 'pay-dirt' percentage in advertising response is—out there."

The advertising manager impressively leveled a revealing finger at a panorama outside his window. As far as the eye could reach . . . nothing but factories, warehouses, loading platforms, freight sidings and literally miles of bulging box-cars.

"Twenty-one acres of buildings!" he exclaimed proudly. "Think of it! One of the world's largest mercantile enterprises—mushroomed up from a street peddler's kit! The founder knew the magic of corralling the elusive ten we're talking about. That liberality in offers you speak of happens to have been a bit of accepted litany in his advertising creed. He discovered the principle, I'm told. At any rate, he pioneered in its use. Others looked on. He parlayed advertising response's paltry, sales percentage into this institution you see before you."

Gerhart Joins Blackman

Francis W. Gerhart has joined the radio department of The Blackman Company, New York. He formerly was with N. W. Ayer & Son, Inc.

Tingle, Director, C. C. A.

Leonard Tingle, of *The Progressive Grocer*, has been elected a member of the board of directors of the Controlled Circulation Audit, Inc., New York.

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I See Where . . .

YOU and your attorneys should watch Spielman Motor, Belcher Lumber, Weirton Steel, Kentucky Coal and TVA cases before Supreme Court, most important being Belcher Lumber. . . . Beginning probably 1936, Australian advertising agents must be members of Australian A. B. C. before accreditation by Australian Newspaper Conference, says *Newspaper News*. . . . Hot fight on repeal of pink slip law, probably passing House but meeting trouble in Senate, with odds against passage there. . . . Justice Department announces, according to *U.P.*, 389 cases pending in Federal Court on New Deal legislation. . . .

Industries outside food, drug, cosmetic field slowly waking up to their interests in Copeland Bill S. 5. . . . Representative C. A. McLeod of Michigan introduced H.R. 3672 to substitute general manufacturers' sales tax for manufacturers' excise taxes with a small chance of passage. . . . Wheeler Bill S. 1941 for graduated tax on net capital return of corporations may become most important. Ten page explanation by Wheeler in *Congressional Record* February 19. . . . Proposed AAA amendments, according to New York *Herald Tribune*, means that "Secretary of Agriculture may virtually control all business concerns employing the products of agriculture" and "it is absurd to pretend that these powers, if granted, would be limited merely to industries using agricultural products." . . .

House takes radio from Committee on Merchant Marine, Radio and Fisheries and puts it under Committee on Interstate and Foreign Commerce. . . . White Bill H.R. 6246 would prohibit "manufacturers' special relates or discounts to chain or branch store organizations competing with independent retail establishments and for other purposes." Referred to House Commerce Committee. . . . Senate authorizes Federal Trade Commission spending \$150,000 for investigation of costs of producing and distributing food to consumers (S. J. Res. 9). For complete text see page 2638, *Congressional Record*, February 25. . . .

Connecticut House gets advertising bill affecting retailers. . . . Washington State legislature receives bill to put State in gasoline and oil business. . . . Sound-on-film-on-air radio programs predicted by Gerald King, manager of KFVB, with new radio equipment from United Research Laboratories, according to *Motion Picture Herald*. . . . The mental mechanism of ambivalence is psychological cause of much obsolescence in radio programs and commercial products, says Professor D. A. Laird in a most readable article in March *Review of Reviews*. . . .

New York University survey of reading habits of 22,401 New York City families completed. . . . Prices of dairy products highest in more than four years, according to Bureau of Agricultural Economics, and January farm income \$498,000,000 compared with \$453,000,000 in December and \$425,000,000 in January, 1934. . . . Secretary Wallace predicts food costs during first six months 1935 up 11 per cent from last half of 1934 with cost of living as a whole increasing about 4 per cent. . . . National Recreation Association says in average year average American spends \$4 for

*Mc-
Tredg*

candy, \$7.70 for motion pictures and theaters, \$5.10 for cigarettes, \$4.50 for soft drinks with 22 per cent of dollar spent for luxuries and 24 per cent for necessities. . . .

Non-Metropolitan Newspaper Publishing and Printing Industry and Daily Newspaper Publishing and Printing Industry joint national Code Authority proposes \$100,377 budget for first four months 1935, while Code Authority for Printing Equipment Industry and Trade asks approval of \$30,000 budget for year ending February 16, 1936. . . . NIRB announces Administrative Order X-136 prescribing regulations requiring submission of budgets by all code authorities before March 31. . . .

Missouri General Assembly gets bill patterned directly after original Tugwell Bill. . . . Arizona House gets baby NRA bill. . . . L. F. Boffey, member NRA Consumers' Advisory Board, named administration member to National Retail Code Authority. . . . NRA approves membership of Advertising Metal Sign and Display Manufacturing Industry Code Authority. . . . NIRB issues new regulation substituting Administrative Order X-38 on labels. . . . Air transport code amendment forbids false advertising. . . .

Department of Commerce index value of retail sales of new passenger automobiles 79.0 in January compared with 49.0 in December and 63.0 in November with daily average sales without seasonal adjustment up 96 per cent from December to January as against usual increase of about 21 per cent. . . . General level of wholesale commodity prices up 2.5 per cent from December to January with index 78.8 per cent of 1926 average, the highest level reached since December, 1930, according to Bureau of Labor Statistics, further increasing for week ending February 16 to 79.4 per cent. . . . Industrial output increased still further in January to 90 per cent of 1923-25 average, according to Federal Reserve Board. . . .

Review of Reviews index of general business for week ending February 23, 62.3 against 62.8 previous week and 63.3 corresponding week in 1934. . . . *Business Week* index 62.6 against 63.0 preceding week, 64.4 year ago, and 68.7 average 1930-34. . . . Quantity of goods produced in January showed exceptionally large increase over December and price level of manufactured goods showed noticeable rise, says Alexander Hamilton Institute. . . . Standard Statistics Company index of industrial production for February 73.6 being 11 per cent higher than corresponding period last year and 33 per cent above 1934 low with February probably marking epoch of the spring tire in industrial production. . . . Standard Statistics Company predicts fair prospects for advertising to show an expansion over 1934.

G. M. S.

Corporate Title Changed

The incorporated title of the Franklin Advertising Corporation, New York, has been changed to the Franklin Bruck Advertising Corporation and the company has moved its offices to Rockefeller Center, that city.

Nyland Returns to Detroit Agency

Neal Nyland, formerly of the advertising and sales promotion staff of the Plymouth Motor Corporation has rejoined the copy department of Brooke, Smith & French, Inc., Detroit agency, with which he was formerly connected.

Sunday

NET-PAID

Circulation

OVER

650,000

The circulation of The Sunday Philadelphia Inquirer — over 650,000—is by far the largest ever attained by any Philadelphia or Pennsylvania newspaper.

The Philadelphia Inquirer

Pennsylvania's Greatest Morning Newspaper

Mass Plan

ADVERTISING DISTRIBUTORS
ASSOCIATION
CHICAGO

Editor of PRINTERS' INK:

On February 21, on page 26 of your publication, I read a letter sent to you by O. A. Brock, advertising manager of the Keystone Steel & Wire Company, Peoria, Ill.

We heartily agree with Mr. Brock that the new regulations concerning unaddressed mailings to householders and rural mail boxes, has done much toward cheapening the United States Postal Service. However, we disagree with Mr. Brock in some other respects, and perhaps with your headline* over this letter.

Mass plan distribution is something that does not countenance the throwing on the porch, steps, or shrubbery, of circulars or samples. We believe if investigation were made, it would be found that such distribution was either done by boys or else by vagrants, panhandlers and so forth, who may have been picked up by some small merchant or organization which does not consider the actual cost

of proper distribution by "mass plan."

As in every business, there are certain types and classes of business men who believe that the lowest price is the best price as long as they can save a few dollars. This point I do not think necessary to clarify further. If Mr. Brock or PRINTERS' INK is interested in finding out the actual facts of mass plan distribution, I will be only too glad to render a complete exposition of the standardized practice of the advertising distributing trade.

It is unfair to judge an entire industry by the acts of a few who, but for this depression, would not have been in the business at all. When such concerns as Kellogg's, Chevrolet, Dr. Miles and a lot of other major concerns in the country see fit to engage in mass plan distribution, we believe Mr. Brock's point is not very well taken.

We believe this is the information that may make clear to you the proper viewpoint of mass plan (house-to-house) distribution.

JAY G. KRUSS,
Executive Secretary.

* "You Probably Have Company."



Ed Wolff Forms Agency

Ed Wolff, since 1925 treasurer of Hughes, Wolff & Co., Inc., Rochester, N. Y., agency, has resigned to head a new advertising agency in that city to be known as Ed Wolff & Associates.

Lawrence Sterling will be technical chief in charge of technical accounts, John Larmer service director in charge of consumer accounts and Henrietta S. Feeser production manager and copy writer on women's accounts. Offices are at 428 Taylor Building.

Hughes, Wolff & Co., Inc., continues with the same name and address with F. A. Hughes, J. B. Hartnett and John P. McCarthy as officers and principals.

New Address

Forum, New York, has moved to 570 Lexington Avenue, that city. The Quality Group has not moved to this address as reported last week but continues at 597 Fifth Avenue.

Transit Advertisers Name Barnhill

Transit Advertisers, Inc., New York, has appointed W. Roy Barnhill as New York sales manager of transit dining car menus, comprising the New Haven Railroad, the Boston & Albany Railroad, the Boston & Maine and Maine Central Railroads and the Kellogg Group dining car menus comprising the Pennsylvania Railroad, New York Central Lines, the Wabash Railway, the Missouri Pacific Lines and the Southern Railway. F. LeMoine Page is vice-president in charge of sales.

• • •

H T & S Add to Staff

Miss Rebecca Sanger, formerly with Ruthrauff & Ryan, Inc., and Walter Baker, formerly with the National Broadcasting Company, have joined the copy department of Homman, Tarcher & Sheldon, Inc., New York. A. E. Macon, formerly of N. W. Ayer, has joined the art department.

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SAFETY **M**MARGIN

In '34 The Journal carried a million lines more daily display advertising than any other newspaper up here—a 31 per cent lead—a margin of safety no advertiser can overlook.

**THE MINNEAPOLIS
JOURNAL**

O'Mara & Ormsbee, Inc., Representatives

flinging in
another MLI
Alka-Stz

now contracts
 for **NATIONAL** coverage
 to complete its success
STREET CAR ADVERTISING

STREET RAILWAYS ADVERTISING COMPANY
 220 West 42nd STREET, NEW CITY
 Collier Service offering complete United coverage



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RTIS COMPANY
NEW CITY
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That's
business
that **BUILDS**
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RURAL PROGRESS

A N N O U N C E S

THE APPOINTMENT

OF

ROBERT A. BURTON, Jr.

AS

DIRECTOR OF ADVERTISING

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MAURICE V. REYNOLDS
PUBLISHER

NEW YORK **BOSTON**
CHICAGO

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When Advertising Is Read

Some Experiences to Show the Danger of Making Superficial Judgments on Pulling Power

By A. Wineburgh

WHEN do people read advertising?

Many people say, "We never read advertising, and we never see anyone read advertising." Notwithstanding, upon being interrogated, they are found to be using many advertised articles, buying them by name without realizing it.

An advertiser from one of the Western cities, whom I had induced to make a contract for advertising in street cars in New York City, came into my office, saying that he had been in New York for the purpose of riding in the street cars in order to study the people who read the advertising. He said he had ridden in hundreds of cars and although his goods were selling, he saw but one person reading the advertising in the cars.

He said that this man, on entering the car, sat down and read all the signs opposite, then changed to the other side of the car and read the signs on the other side.

"This impressed me greatly," he said, "until I recognized who this interested reader of advertising was."

"Who was it?" I asked.

"You," he replied.

This was the total result of his investigation.

But the firm is still among the outstanding street-car advertising successes.

A story is told of William Wrigley, who frequently called on a certain family when he made his regular visits to New York. During one of these calls the young lady in the family, in all earnestness and enthusiasm, said to Mr.

Wrigley: "I see you have started to advertise again."

This story indicates that no method or combination of methods of advertising can be counted on to reach everyone, that there is the necessity of keeping everlastingly at it, reminding those who already know your product of its merit, and attempting to reach those who have not as yet been reached.

* * *

One of my mistakes while selling advertising was saying to the buyer, after the advertising had been running a month or so: "By now you should be feeling the results of the advertising." In many cases I was informed that instead of sales increasing they were decreasing.

This seemed to be a defense against my trying to increase the advertising expenditure. However, I knew many of the firms with whom I was doing business were not the kind that would make such a statement if it weren't so. Yet I could not bring myself to believe their statements.

Advertising, I felt, had to increase the sale of a product; and if not, it surely did not result in decreasing the sale. This problem bothered me greatly, and I decided to call upon some of the retail outlets of products that I was advertising.

What was happening was the natural thing to happen. I discovered at the beginning of an advertising campaign the sales on many products would decrease. Advertising a product informed the retailer that the public was being told of such products and when the first calls were being made for it the retailer first disposed of his

This is the fifteenth of a series of autobiographical notes. The series will be concluded in next week's issue.

★ NEW DIGEST NEWS

NEW YORK, N. Y.



MARCH 7, 1935

548,189 Digest Family Incomes Over \$3,000, Reports Starch

Digest Reviews World Opinion

Presents Clear Picture

Trained Writers Give Summary of News

NEW YORK, March 7—Families securing their news via the radio, newspaper, or news weekly are apt to find it presented from the standpoint of a single individual or organization. This lessens the reader's chance for a clear picture of national opinion, or world thought, on current topics.

To meet this problem The Literary Digest was established. Each week the editorial staff determines the outstanding events or topics of interest. Then trained readers go through thousands of newspapers in many different languages. They cull the important paragraphs—the essential thought. And finally trained writers bring these world wide opinions together in a concise, dramatic review.

Thus The Literary Digest is really a digest of world opinion—and as such—an indispensable magazine for the alert man of to-day.

**Leads Magazine Survey
As 17.7% Incomes
Top \$5,000**

**Big Buying Power Is
Reached at Low Cost**

NEW YORK, March 7—The latest magazine effectiveness report released by Daniel Starch, well known independent consultant in Commercial Research, gives The Literary Digest first place in the percentage of readers having incomes over \$3,000 annually.

Dr. Starch divides incomes as follows: C & D (\$0—\$1,999), B (\$2,000—\$2,999), BB (\$3,000—\$4,999), A & AA (\$5,000 and over).

He has found that 17.7 per cent of Digest reader families are in the A and AA group (\$5,000 and over)—and 34.8 per cent are in the BB (\$3,000—\$4,999) group—a total of 52.5 per cent with incomes over \$3,000. Numerically he translates this into a total of 548,189 families who read *The Digest*—and who have this present day income.

Not one of the other 12 magazines surveyed had even 50 per cent of its circulation in this well-to-do group.

Dr. Starch states, "These figures are based upon three fac-

(continued on next page)

(Advertisement)

Digest Leads In Reader Incomes

(continued from page 1)

tors: (1) present rental value of the home and (2) present occupations, together with amount of time employed, for all members of the family and (3) total family income as reported by the person interviewed." Then he adds, "They represent *actual present day incomes* and reflect current buying power."

Here is a "class" readership. A monied, buying audience available at a mass rate. A full page message may be presented to this rich Digest audience of more than a million families for \$2,400. The responsiveness of this audience has been repeatedly proved by verified surveys of Advertising Results.

Auto Poll Causes Much Discussion

Sales Managers Ask Men to Heed Prediction

NEW YORK, March 7—Publication of the results of The Digest automotive poll furnished auto manufacturers with food for thought. Discussion became rife. Here was tangible, unquestioned evidence of a vast market, the surface of which had not as yet been scratched.

Sales managers in addressing their distributors are urging them to heed this prediction of increased automotive activity, using The Digest poll as a basis upon which to build definite conclusions as to the magnitude and location of the 1935 motor market.

(Advertisement)

Dutch Boy Lead Tops in Digest

Sponsor Checks Returns

To Use 7 Four Color Digest Pages in 1935

NEW YORK, March 7—In 1934, Dutch Boy White Lead returned to the pages of The Literary Digest after an absence of 17 years. For this return the National Lead Company selected 7 full pages in 4 colors.

For their own information, National Lead checked on the sort of reception this return was receiving. Result—second lowest cost per inquiry, and 163 homes painted for every 100 Digest inquiries.

445 Digest inquiries were picked at random from these files, and to them an impartial agency sent a letter and questionnaire. "Did you paint your house—did you use Dutch Boy—did you tell your friends" were among the questions asked. 115 or 25.6% were returned, sufficient to provide an accurate check.

58% of the Digest inquirers talked to a dealer about Dutch Boy White Lead. 45% (or 78% of those who talked to dealers) used Dutch Boy. 23% intend to use it on their homes. For every 10 direct inquiries 9.5 friends were sufficiently sold on Dutch Boy to paint their homes with it.

And now, from Wm. Knust, advertising manager of National Lead—"We have confirmed our faith in your publication as an advertising medium by ordering for 1935 the same schedule as was bought last year—7 four color pages."



Michigan Leads In Recovery!

Production and employment are UP in Michigan. Recovery is a real, present accomplishment here!

Buyers in this market are not "waiting for prosperity"—they have the money and are **BUYING** right now. Here is a profitable market ready for cultivation.

Booth Newspapers' Advertising and Circulation Increasing

These eight daily newspapers offer *complete* coverage of the best of Michigan, outside of the Detroit area.

They have all shown consistent gains in both lineage and circulation—they reach more than a quarter of a million of these homes with the means and desire to buy.

Grand Rapids Press

Flint Daily Journal

Saginaw Daily News

Jackson Citizen Patriot

Muskegon Chronicle

Kalamazoo Gazette

Bay City Daily Times

Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative
50 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, Inc.

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stock of similar products that had not been selling or that were dead.

In other words, as long as it was possible and until the demand for the advertised product was so great that he was compelled to sell it, he first disposed of his own stock.

What merchant would not do the same thing? I don't mean he wilfully substituted another product when the advertised product was asked for by politely saying it was not in stock, but that he said, "I have so-and-so, and so-and-so," and often sold it to the customer.

Advertising had first to sell the stock of similar products that had not moved before the results of the advertising were felt.

This does not apply to every advertised article. I am merely attempting to explain why it happens with some.

Under the present merchandising system, slow-moving or dead stocks are not so general. Merchants buy goods that sell and not goods at a price; and the lure of extra and free goods is no longer such an inducement to stock up and so the advertisers are getting quicker returns.

* * *

It is the atmosphere in an office organization that counts. This extends to every endeavor in business.

In some concerns atmosphere just happens, seeming to emanate from unknown sources, but the impression it creates makes it a factor in business success.

A young lady, employed by me at one time, occupying an unimportant clerical position, handed in her resignation without any explanation. She had done her work well, was paid fairly well, was a good employee and I was curious to know the reason.

She said: "I attend church, and

while I am supposed to attend to my work and not listen to outside conversations, I am annoyed with some of the discussions that take place and the emphasis that is placed on the use of swear words."

"You are right," I said. "Go back to your work. If anyone in this office swears, it is your job to call attention to it."

There was a better atmosphere from that moment on, and everyone found it was just as easy to express himself forcibly in a dignified manner.

This gave me the idea that perhaps there were other employees who were observant and who gave some thought to the policies of the business.

The office boy was called in, so that I could hear what he had to say. He said that customers were treated with more consideration than those who called who were not customers, but whose standing in business was just as good.

Even the office boy is important in an organization, and I found that many of his reactions proved to be worth consideration.

After a lapse of many years, I had occasion to call on Allan Crane, an important man in the L. K. Liggett chain of stores. He greeted me, saying that I was his first boss. He was that office boy.

The purpose of my call on Allan Crane was to get the attitude of the buyer in a retail organization, to check up on the relationship toward the manufacturers of trade-marked goods, competition, changes that were taking place—in other words, to get an understanding of the retailer's problems. Allan Crane changed my old-fashioned ideas with a completely new viewpoint—and again the office boy taught the boss a lesson.

♦ ♦ ♦

Death of William Colton

William Colton, for the last thirty-five years with Wood, Putnam & Wood, Boston agency, died last week. Active until a few months ago, Mr. Colton was one of the oldest and best-known advertising men in Boston. He was eighty-one years old at the time of his death. At one time he was with the S. M. Pettigill agency.

C. C. A. to Include Canada

The board of directors of the Controlled Circulation Audit, Inc., has decided, after a survey made among Canadian publishers, advertisers and agencies, to extend its activities into Canada. Canadian publications will be audited on the same basis as in the United States. Canadian audits will be made by the C. C. A. every six months.

How Prices and Wages Can Rise Together

How can wages be kept up and prices kept from going too high? That is the problem America faces today. Mr. Blaisdell makes the point that steadiness of employment and lower costs through elimination of waste and better marketing of increased production will benefit labor, consumer and management. This condensed version of his recent report on the future of the NRA contains excellent material to prove the economic value of national advertising.

By Thomas C. Blaisdell, Jr.

Executive Director, Consumers' Advisory Board, NRA

MORE goods to be consumed, more services to be enjoyed, higher standards of living for the masses of our people—these are the enduring interests of the consumer. He may ask, with reason, that they be conserved in the policies which prevail in the administration of the National Industrial Recovery Act.

These purposes may be approached in two ways: first, by increasing money incomes, and, second, by holding prices to levels which will translate these money incomes into increasing quantities of goods and services.

Money incomes are to be increased, (1) by giving jobs to those who now have none, (2) by raising the wages of those who cannot now buy a decent livelihood, and (3) by expanding the employment of our productive resources. They cannot be increased by shifting income from one group of workers to another. This means (1) that re-employment should be sought in increased activity rather than in a share-the-work movement, (2) that wages should be established with a view to enhancing not only the worker's hourly rate but also his annual earnings. The immediate objective, we believe, should be the highest rate of wages which is consistent with regular year-round employment.

At the same time, the prices which the consumer must pay should be so adjusted that his

higher wage will not evaporate before his eyes. It is by no means impossible simultaneously to advance wages and to check rising prices. Not wage rates, but costs, are important in the price-making process, and costs may be reduced both by increasing the efficiency of both labor and of management and by expanding the volume of production. It is to volume and efficiency rather than to price that management and labor should look for the means of meeting the higher wage bill which is required by the codes.

The approach must be flexible and diverse. Prices which have been held down by sweating labor should rise. Prices which have been advanced out of all relation to increased wage rates should be brought down. Wages which are far below any conceivable standard of decent living should be raised. But, by the same token, wage rates, in the few instances where they are so high as to compel prohibitive prices, cut volume and restrict employment, should come down to a level which will permit a resumption of productive activity. From such a policy worker, management, and consumer alike stand to gain.

The major interests of labor and the consumer are in harmony. The policy we urge in behalf of the consumer is precisely the policy which American labor should urge in its own behalf. Both interests demand increased output, expanded

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and regularized employment, enhanced efficiency, lowered costs, and prices which are low enough to move goods and services to their ultimate use. Labor has no more to gain than does the consumer from a wage or a price policy which results in industrial stalemate.

What has happened during the last ten years?

1. The length of the work week, which was declining before the NRA and even before the depression, has continued to fall. Average hours worked per week were above thirty-eight in December, 1932, and below thirty-six in December, 1934.

2. There has been an increase in employment. The number of workers employed advanced between December, 1932, and December, 1934, by percentages ranging from 14 per cent in bituminous coal mining to 132 per cent in the manufacture of agricultural implements. For "all manufacturing" the increase was 26 per cent. Apparently in many industries employers are hiring more men but buying less labor. The gain in employment, therefore, is not always a gain for those workers who were already employed. In large measure the unemployed have been put back to

part-time work and their return to jobs has often been the occasion for a serious reduction in the earnings of these workers who already had jobs.

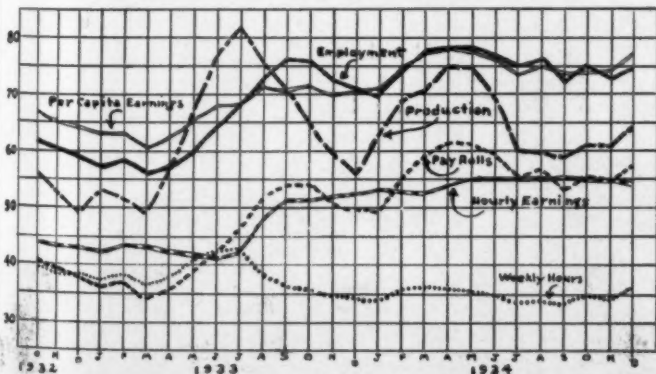
3. Despite growing employment, there still remain large numbers who are unemployed. The amount of such re-employment as we have had has been discouragingly small in the light of the hopes and expectations of the summer of 1933.

4. Hourly earnings have risen. For manufactures as a whole the index of average hourly earnings rose from around forty-three in December, 1932, to about sixty in December, 1934, a gain of nearly 27 per cent.

5. Weekly earnings have not risen as rapidly as have hourly earnings. Between December, 1932, and December, 1934, per capita weekly earnings increased in every line except retail trade, which showed a decline of 6 per cent. During the same period, however, the cost of living increased about 9 per cent. The rise in weekly earnings must, therefore, be discounted to that extent.

6. Annual earnings are still low. Per capita weekly earnings of manufacturing wage-earners were \$18.86 in November, 1934. At this rate the average factory worker,

Changes in employment, hours, earnings, and production in specified industries—October, 1932 to December, 1934



Consumers' Advisory Board, NRA

Yearly average 1929 = 100. Hourly earnings are expressed in cents

even if he were employed fifty-two weeks per year, would receive only \$981.

7. There has been a rise, both in aggregate payrolls and in total national income. With the exception of the retail trade, where payrolls fell 10 per cent, the aggregate earnings of workers reflected in payrolls were greater for all groups in December, 1934, than two years earlier, the increase for "all manufacturing" being 52.4 per cent. An increase from \$46,000,000,000 in 1933 to about \$52,000,000,000 during 1934, or a gain of about 13 per cent. However, since living costs averaged 7.4 per cent higher through 1934 than they did through 1933, the gain in the buying power of the aggregate national income during the last year has not exceeded 5 per cent.

8. Prices and living costs have advanced slightly. The gain of 7 per cent which the American Federation of Labor has found to have taken place in the per capita yearly earnings of wage earners from

1933 to 1934 is, obviously, completely canceled by the 7.4 per cent increase in living costs which has accompanied it.

9. What really matters is the buying power of wages. Although aggregate earnings of workers in industrial and commercial concerns have risen in the last two years more rapidly than total living costs, they have done little more than keep abreast.

Although some headway has been made in the expansion of employment, the NRA has succeeded in making only a beginning in the campaign against unemployment. Our economy is so complex and the forces at work so numerous, conflicting and often obscure, that the gains recorded can scarcely be credited or the losses debited to the NRA or, indeed, to any single agency.

In the light of what is generally known respecting the administration of the wage and hour provisions of the codes, the Consumers' Advisory Board desires to make the

following in the will accorded desired ment, both in fuller capacity standard

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following suggestions as to policy, in the hope and belief that they will accelerate progress toward the desired goals of increased employment, higher real annual incomes, both in the aggregate and per capita, fuller utilization of productive capacity and a generally higher standard of living:

1. The Consumers' Advisory Board believes that the principle of maximum limitation of weekly work-time is sound and should be adhered to. Since, however, there is a wide disparity from industry to industry in the nature and arduousness of the work done, in the regularity of operation, and in the proportions of the workers who are unemployed, it would be unwise to fix a uniform national maximum, whatever the level proposed. We think the wiser policy is to work toward a greater degree of uniformity within each grand division of related industries. The roof can be too low. The limit must be determined on its merits for each industry in the light of a careful

balancing of relevant variable factors. We think there are many industries in which the conditions of demand, labor supply, etc., indicate the desirability of a further shortening of maximum weekly work-time in the interest of expanded employment. We cite the cap and cloth hat manufacturing industry and, perhaps, fur felt hat manufacturing, as possible examples.

2. While we recognize that the flexibility of work-time arrangements is desirable, we are convinced that it may be necessary to incorporate certain rigidities in the control of employment conditions in the interest of health, equitable division of work, and the maintenance of earnings. To certain devices for relaxing these rigidities we have definite objection. Thus, we think that the devices of "averaging" and of making peak-period allowances are liable to serious abuse. We suggest that, before final determination of policy regarding these expedients, a care-

alhe Druggists! . . .

That's one way to be sure of not selling your full possibilities in the Cincinnati market, if you're in the drug or drug sundries business. Another good way—omit advertising in the Post.

About half your advertising opportunity is the Post. If you believe in bettering 50% of your potential sales, don't overlook it as a medium in this vitally important center which influences the entire O.K. market.

The Cincinnati Post

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS • DETROIT
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ful study be made of experience with the methods under the codes wherein they have been in force. We think it quite likely that, where the necessity for "tolerance" has been clearly shown, the device of overtime is a better instrument for securing flexibility than either averaging or the peak-period arrangement.

3. The Consumers' Advisory Board considers the principle of a basic code-minimum for wages a useful and necessary one. Here again we think that the provision of a definite "wage floor" to prevent competitive under-cutting and generation of sweat-shop conditions, is so necessary from the point of view of public health, morals and general welfare that the rigidities it introduces are fully warranted.

This Board, while it recognizes that in many industries the wages of the lowest paid groups have already been appreciably increased, considers that most of the code minima for unskilled labor are still too low.

Time Period Used as a Basis Should Be Lengthened

4. This Board believes that action should be taken at once to lengthen the time period used as a base in the minimum wage provisions of the codes. The usual code provision is for an hour minimum. Workers do not live, that is to say, consume, by the hour.

We suggest that the policy of the NRA should be to widen the time base wherever possible, beginning with the less seasonal industries wherein such action might prove most feasible. Wage minima might be established on a weekly basis in many industries and in those retail trades where the base is still the hour. In newspaper publishing, at least, the minimum rate might even now safely be made a monthly minimum. As we suggested in connection with weekly hours maxima, so here we think that wise policy should look not to a single national minimum, but toward the gradual achievement of greater uniformity within related groups of industries.

5. In relation to the problem of

"geographical and population differentials" and minimum wages this Board hesitates to express a final judgment. A review of the Research and Planning Division's study of this problem leads us to favor the third alternative proposed in that study, which "sets as a goal the uniform national minimum wage below which no worker should be paid; but holds that much hardship would result from the immediate introduction of such a policy and, therefore, proposes a gradual elimination of such differentials." Our conclusion is that geographical differentials should be narrowed, usually by leveling up the minimum rates in low wage areas. We believe that the NRA should name a committee to explore this whole problem and to present concrete suggestions as to the immediate practical steps which should be taken.

6. We do not believe that classified wage-scales should be made a general feature of the present code structure. Enforcement of such above-the-minimum rates is sufficiently difficult even in trades where labor is strongly organized. In unorganized ones it is very unlikely that it can be accomplished. But our judgment does not rest entirely on administrative expediency. There are inherent difficulties in establishing "fair" scales of wages. In this realm we approach the same problems which are found in other forms or price fixing. On this view, the matter is one for the future. If the minimum wage becomes in practice the maximum, the remedy should be found through collective bargaining—not through the code machinery.

Need for Increased Managerial and Labor Efficiency

7. We have expressed our belief that larger payrolls should be met insofar as possible by increasing managerial and labor efficiency and reducing unit costs. We believe that labor itself can contribute largely to this process. In many plants and even in whole industries it has already contributed to management not only on matters affecting wages and hours but also

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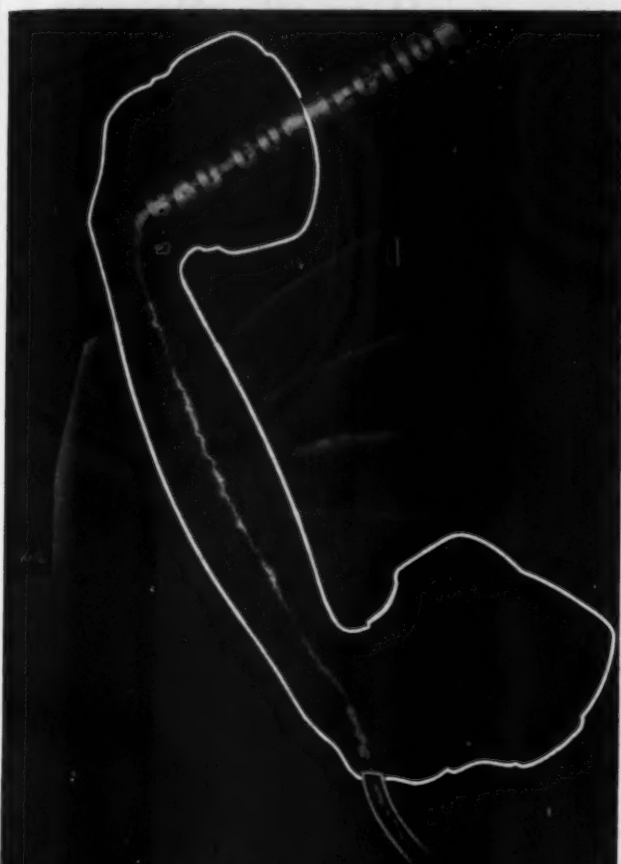
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on broader questions of business policy. Prices cannot be held in check, volume expanded, costs reduced and wages increased unless worker and employer co-operate to this end. Such co-operation calls for intimate, detailed and continuous consultation. For this reason we strongly urge that labor, as well as the consumer, be given adequate representation on code authorities. We believe that such a policy might well cause these bodies to direct their attention less toward price policy, and trade practices, and more toward the means of enhancing productive efficiency.

Labor, we repeat, has much the same interest as has the consumer in the consequences of the codes. If the codes advance prices faster than they advance wages, living standards will fall, volume of output will decline. Employment will

be reduced. The nominal wage gain will be more than canceled by the loss of jobs and the rise of prices.

We do not believe that better wages need so to defeat themselves. The crux of the matter lies in the relationship between wages and costs. Employers have frequently asserted that higher wages spell higher costs. If they do, and if these higher costs are passed on in higher prices, there is danger that consumption and employment will suffer. But they need not have this result. If management and labor will unite to eliminate wastes, improve processes, standardize products, cut overhead, turn out increasing quantities of goods and sell them at prices which the people can pay, costs will fall as wages rise, and decent wage scales will be no bar to decent living.



Bakers Plan Five-Year Program

That a co-operative advertising campaign to increase the consumption of bread will soon be launched is indicated in an announcement made by the Bakers' Consulting Bureau, Chicago, which reports that the plan will be ready for presentation to the wholesale and retail bakers and allied industries about May 1.

In spite of the fact that today, over 95 per cent of all bread consumed is baked by wholesale bakers, the consumption of bread has shown a steady decline from year to year. To combat this decline, it is stated by the Bureau, the campaign will use every major medium, including magazines, newspapers, radio, business papers, posters and others.



Names Getchell Agency

The American Commercial Alcohol Corporation, New York, has appointed J. Stirling Getchell, Inc., of that city, to direct its advertising account. The Getchell agency has also been appointed to direct the advertising of The American Distilling Company, a subsidiary, which produces bourbon and rye whiskeys, rum and gin.



International Circulation Appoints

Harry J. Strickler and S. H. McConnell have been appointed vice-presidents of the International Circulation Company, New York. Thomas J. Buttikofer, former vice-president and general manager, becomes president and E. T. Cox continues as vice-president in charge of newsstand sales.

New Accounts to Reese

Justin B. Haynes & Company, New York, manufacturing chemists whose cold remedy Aspirub has been on the market for the last year, have appointed Thomas H. Reese & Co., New York, to direct their advertising. A new type of appeal will be tested in Eastern metropolitan centers during March and April. Space will be used in large daily newspapers. Other new accounts with this agency are Ransoboff's, San Francisco, women's apparel, using class magazines, and the Heaton Wine & Spirits Corporation, New York, using newspapers in metropolitan cities.



Join Market Research Corporation

Verneur Edmund Pratt and Dr. Raymond Franzen have joined the Market Research Corporation of America. Mr. Pratt was formerly president of The Sales Guild, Inc., and until recently general sales manager of Visomatic Systems, Inc. He was at one time publisher of *Drug Topics*. Dr. Franzen was formerly director of research and production manager with J. David Hauser Associates.



WOR Dedicates Transmitter

A new 50,000-watt transmitter, completed at Carteret, N. J., was formally dedicated this week by radio station WOR. One of the features of the new transmitter is a directional antenna system. Starting with 250 watts in February, 1922, WOR increased its power to 500 watts in 1922. In 1927 it was further increased to 5,000 watts.

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Books in Brief

Attack on Dishonest Advertising and Third in Brookings' Economics Series among Current Publications

THE Popular Practice of Fraud. By T. Swann Harding. (Longmans, Green and Co. \$2.50.) This book delivers another barrage against dishonest advertising but it has many merits that are quite lacking in the Consumers' Research type of attack.

The author's attitude is well summed up in his last chapter when he says, "The proper function of advertising, as both the history and the etymology of the term suggest, is to draw attention, to inform the public, on the one hand of wants, and on the other hand of offerings. Thus it announces where and how certain novel or perishable services or commodities may be obtained. So long as the goods and services are honest it is a social duty to announce their availability. But in this country worthless products are too often literally forced upon the gullible by conditioning them, through advertising, to believe in their value and to desire them. Ruthless producers compete for suckers in a closed market, attacking with all the modern weapons of psychology, a public that completely lacks the elements of intelligent sales resistance."

Owing to the skilfully planned ballyhoo with which "Partners in Plunder" was introduced, it will probably get more attention than "The Popular Practice of Fraud" although a comparison of the two books is all to the advantage of the latter, both from the point of view of the fairness of the approach and the accuracy of the findings.

In a revealing chapter, "Is It Good Business to Fool the Customers?" Mr. Harding presents views which should be read thoughtfully by all advertisers. His thesis is, simply, that it is bad business, ethically and economically, for any manufacturer of a meritorious

product to introduce that product with misleading advertising.

This book is sensational enough to suit anybody. The author names plenty of names and among these are found some of the largest and best known national advertisers. The chief burden of the attack, however, is centered on the fake patent medicines which, of course, richly deserve all the opprobrium that can be heaped upon them.

As it is not the first, neither is this the last of a series of books attacking advertisers. It cannot be laughed off as of no importance nor can it be answered by evasion. The author is a Government employee who has had long experience in the food field. He has done a tremendous amount of research and fact gathering and writes convincingly.

Whether advertisers agree with him or not—and most of them certainly will not agree wholeheartedly—they should read this book. One of its minor charms is its manner of demolishing some of the pet arguments of Consumers' Research and "100,000,000 Guinea Pigs."

The Formation of Capital. By Harold G. Moulton. (The Brookings Institution. \$2.50.) This is the third of the Brookings Institution series on the distribution of wealth and income in relation to economic progress. The first two books in the series, "America's Capacity to Produce" and "America's Capacity to Consume," have taken their place among the most important basic economic studies of the depression. Both of the earlier books upset some of the favorite theories of both New Deal and Old Deal economists. Almost overlooked when they were first published they have become the subject of much earnest talk and thought.

The third of the series, "The

Formation of Capital," is not so startling in its findings as its predecessors, although it gives a pretty convincing demonstration that many of the classical individualistic theories of economics have been overturned by the growth of our banking and credit system. Not the least interesting section of the book is Appendix A, where the author discusses the theories of F. A. von Hayek, Benjamin M. Anderson, E. F. M. Durbin, John A. Hobson, Foster and Catchings, Major C. H. Douglas and Paul H. Douglas. In some instances the reader gets the feeling that Mr. Moulton is a little too cavalier in his criticism of these theories but he does have the knack of pouncing on apparent weaknesses.

Some of the author's conclusions are:

"New capital is constructed on an extensive scale when consumption is expanding rather than when it is contracting."

"In a period when the output of both consumption and capital goods is being increased, there is an ex-

panding flow of funds through both consumption and investment channels."

"The growth of capital is directly related to the demand for consumption goods."

"If, in consequence of wide variations in the distribution of income, the proportion of the national income that is saved expands rapidly, there results a maladjustment which retards rather than promotes the expansion of capital."

"The rapid growth of savings as compared with consumption in the decade of the twenties resulted in a supply of investment money quite out of proportion to the volume of securities being floated for purposes of expanding plant and equipment, while at the same time the flow of funds through consumptive channels was inadequate to absorb—at the prices at which goods were offered for sale—the potential output of our existing productive capacity. The excess savings which entered the investment market served to inflate the prices of securities and to produce financial

SOUND BUSINESS POLICY

Based on

22 years of Executive Banking

24 years of Showmanship



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instability. A larger relative flow of funds through consumptive channels would have led not only to a larger utilization of existing productive capacity, but also to a more rapid growth of plant and equipment.

"The phenomenon of an excessive supply of funds in the investment markets had never been anticipated. Not only had it been assumed that all savings would automatically be transformed into capital equipment, but it seemed impossible to conceive of a situation in which savings might become redundant. Such a point of view is natural enough in the light of our historical evolution."

The author's final conclusion is:

"At the present stage in the economic evolution of the United States, the problem of balance between consumption and saving is thus essentially different from what it was in earlier times. Instead of a scarcity of funds for the needs of business enterprise, there tends to be an excessive supply of available investment money, which is

productive not of new capital goods but of financial maladjustments. The primary need at this stage in our economic history is a larger flow of funds through consumptive channels rather than more abundant savings."

The three books thus far published are really preliminary to a final "Income and Economic Progress," in which the research group making the study will reach their final conclusions. "Income and Economic Progress" is likely to be one of the most significant economic studies of the present century. It is a book to be watched for. In the meantime, anyone who pretends to an understanding of the economic picture must read the first three books of the series.

History of The Times—"The Thunderer" in the Making—1785-1841. (The Macmillan Company. \$5.00.) This is the first of three volumes which will be devoted to the history of *The Times* of London. The occasion is the 150th anniversary of the founding of that

Another Reason

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L.B. Wilson
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great newspaper. Preserving the anonymity which has always been characteristic of *The Times*, no author's name is given, which is an injustice inasmuch as the book is a fascinatingly written and really significant history of some of the most important phases of journalism.

The story of the founding of *The Times* is interesting in itself, but the most important pages are those which show how the English newspapers of the early nineteenth century gradually broke away from the domination of the politicians and became independent of party whim. If the book does nothing else it performs a service in resurrecting from obscurity the name of Thomas Barnes, one of the great editors of the world.

Advertising Reconsidered. By A. S. J. Baster. (B. S. King & Son, Ltd., London, 5 shillings.) The author is a lecturer in economics, of University College, Exeter, England. He subjects advertising, both American and English, to a searching economic scrutiny. He tries to free himself from any bias for or against advertising itself and considers it against an economic background. His conclusions are disquieting because they are based on careful economic study. This is not a muck-raking book but packs into its 128 pages a great deal of thought-provoking material.

Planning Advertisements. By Gilbert Russell. (George Allen & Unwin Ltd., London, 6 shillings.) An excellent summary of this book is found on its own jacket: "The author here describes the work of advertisement writers, visualizers, designers, illustrators, and typographers, in preparing advertisements, and the reasons for the methods they employ. He believes that if these reasons and these methods were more fully appreciated a closer understanding between the advertiser and the creative worker in advertising would be the result, and that advertisements would gain in character, resource, persuasiveness, wit, and salesmanship."

Mr. Russell is a well-known

British advertising man and is the son of Thomas Russell who was London correspondent for *PRINTERS' INK* for nearly forty years. He writes with a stimulating directness and the result is an interesting treatise on current advertising problems.

Straight Thinking. By William J. Reilly. (Harper & Brothers, \$1.75.) A few years ago a prominent executive said that the trouble with American business was that there was too much doing and too little thinking. Dr. Reilly's book is designed to help business men do more thinking and particularly to do it along straight lines. It is based on psychological study but is written in a popular style. It is one of the unusual books of the month but none the less rewarding. All those who agree with the executive quoted in the first sentence of this paragraph will want to read the book.

Labor, Industry and Government. By Matthew Woll. (D. Appleton-Century Company, \$2.00.) Matthew Woll is vice-president of the American Federation of Labor, and this book may therefore be considered as a reflection of the views of a number of important labor leaders. A key to his thinking may be found in some of his reactions to current problems. He does not believe in the compulsory incorporation of labor unions, because he feels that it would make unions the victims of damage suits on the part of employers who have greater financial resources than labor in a court fight. He is afraid that the Roosevelt Administration will eventually eliminate labor's right to strike which, he feels, will lead to Fascism. He wants Congress to do the legislation for industry and labor and is suspicious of any rules made by delegated boards and representatives. He fears bureaucracy and is against compulsory arbitration of labor grievances. It is impossible in the scope of a short review to do more than highlight some of Mr. Woll's principal thoughts. Readers who want to get at the heart of the thinking of the A. F. of L. will find this book important.

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Death of Carroll J. Swan

COLONEL CARROLL JUD-SON SWAN, New England advertising representative of the New York *Herald Tribune* and publisher of *The Old Farmer's Almanac*, died last Friday at the Doctors' Hospital, New York, following an operation. He was fifty-six years old.

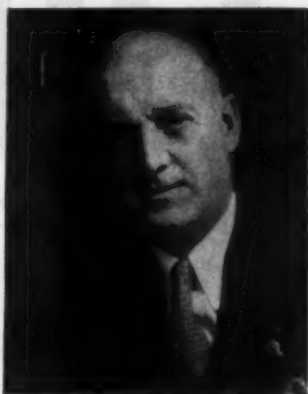
Colonel Swan had been prominent as an advertising representative in New England since soon after his graduation from Harvard in 1901. He became advertising representative of the New York *Herald Tribune* in 1925 and had represented among a score of other publications, *The Literary Digest*, *Providence Tribune* and the *Philadelphia Inquirer*. He bought *The Old Farmer's Almanac* three years ago and increased the circulation of the publication from 90,000 to 400,000 in that space of time.

In addition to his work in advertising, Colonel Swan had a long and distinguished military career. Entering the First Corps Cadets of Boston, which in 1917 became the 101st Engineers, he served overseas as a captain. He was cited for bravery and rose to lieutenant colonel. After the war he wrote of his experiences in a book "My Company." Although he retired from active service after being commissioned colonel, he remained active in army circles and was president of the Boston chapter of the Military Order of the World War, commander of the Veterans of Foreign Wars of Massachusetts and head of the Crosscup-Pishon Post of the American Legion in Boston.

He was president of the American Legion 1930 convention corporation which conducted the national convention of the Legion in Boston. He organized fifty-nine committees with 3,000 members, and gave a year of his time to the work.

Belknap with Carl G. Vienot

Warren H. Belknap has joined Carl G. Vienot, Inc., Boston, direct mail, where he will be in charge of the creative service department.



© Bachrach

Colonel Swan was well known as an organizer of civic movements. In 1931 he was chairman of the ward committees of the Boston Emergency Campaign, the only year in which the campaign achieved its goal.

He was twice president of the Boston Advertising Club and a member of the Lantern Club and the Advertising Club of Springfield. Colonel Swan also was one of the organizers of the Associated Advertising Clubs of the World, which later became and now is the Advertising Federation of America.

The death of Colonel Swan brings many tributes from advertising and business leaders to the tremendous energy and enthusiasm that characterized everything he undertook—to his generous service and his generous giving.

One of many tributes is that of Walter E. Myers, president of the Advertising Club of Boston: "Carroll Swan has closed his book! His was the book of life, the book of service, unhesitating, generous service to his friends, to his neighbors."

Elected by Larchar-Horton

Frederick C. Noyes, of the Larchar-Horton Company, Providence, R. I., agency, has been elected vice-president of that agency.

FREE TO

of Drug Store Merchandise
770,000 CONSUMERS
in the Only Magazine for
FARM WOMEN!

YES! Only one magazine is written for the 40% of American women who buy for the nation's largest average families, and who have to spend the most money, per family, at the drug store. Only one magazine—but that one reaches a million families, so much bigger than the average that you reach 770,000 extra consumers with every issue.

Where could you find better customers for every medicine—from aspirin to antiseptics? Farm families have 40% more children than urban families, on the average. Accidents are commoner; public health systems less advanced; doctors fewer and harder to reach. Farm women have to buy more medicines and keep bigger quantities than any city women.

No wonder drug advertisers who reason their markets out insist on putting *The Farmer's Wife* on every advertising schedule! Even other general women's magazine is written for the town woman, and only a small fraction of its circulation goes to the farm. *The Farmer's Wife* delivers a concentrated million to women on farms and in the rural towns of 100 to 1000 people.

Insist on having the full facts about *The Farmer's Wife's* 770,000 consumer bonus, and the way this magazine concentrates the cream of the farm-woman market for you. Farm income was up 40% a year and all figures point to a similar increase in 1935. A *Farm Wife* representative can give you and your agency a new picture of what the farm market holds for you!

The **FARMER'S WIFE**

The Woman's Magazine with the Fastest Growing Reader Income!

NEW YORK
405 Lexington Ave.

CHICAGO
307 N. Michigan Ave.

ST. PAUL
55 E. 10th St.

SAN FRANCISCO
55 Montgomer-

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**BIG MEDICINE
CHESTS NEEDED
ON THE FARM!**



**FARMER'S WIFE
CIRCULATION**



**1289 RICHEST
FARM COUNTIES**



"RICH COUNTIES ONLY" CIRCULATION PLAN

The Farmer's Wife is *not* sent hit-or-miss to any farm home that will take it! Find out from The Farmer's Wife's representative how we concentrate our circulation effort in the 1289 counties which own the bulk of America's farm wealth. Here's another bonus—a buying power bonus—for you.



Ford Training Course

A "GRADUATE COURSE" in merchandising and salesmanship for every Ford V-8 salesman in the United States, under the guidance of factory-trained instructors located in thirty-four strategic centers of population throughout the country, is one of the newest merchandising enterprises of the Ford Motor Company.

In all the company's branches, located in thirty-four principal cities from Coast to Coast and from the Canadian border to Texas, salesmen from thousands of dealerships are receiving special instruction in automotive salesmanship, sales methods and practices. Before the year closes practically every Ford V-8 salesman in the country will have completed an intensive study in salesmanship.

Instructors in the sales training courses have been provided by the company with all the modern equipment for teaching the subjects. Sound film projection equipment, cutaway models of Ford V-8 cars and trucks, advertising literature, charts, photographs, and

specially prepared "text books" have been placed at the disposal of the instructors, and are being used intensively in the course of study.

Prior to the inauguration of the sales courses, the instructors, who were selected from each of the thirty-four branches, made a special trip to Dearborn, Mich., where they studied sales methods under the auspices of the general sales department of the company. They held meetings with Ford representatives, studied and assimilated the background of the company, and made a thorough inspection trip of the Rouge plant. Then they returned to their branches and opened classes for all Ford V-8 salesmen in each branch territory.

In most cases the sales training schools are being conducted in the Ford branches, where salesmen come regularly to attend classes. In other cases, the schools have become "traveling universities," moving from city to city to hold classes with salesmen from the surrounding territory.



Abbott Laboratories Appointments

Charles S. Downs has been appointed advertising manager of Abbott Laboratories, North Chicago, Ill., succeeding the late C. R. Jackson. Mr. Downs has been a member of the Abbott advertising department for the last four years, prior to which he was with the Swan-Myers Company, Indianapolis.

E. M. Schriner, who has been associated with the Abbott organization for thirteen years, will serve as assistant advertising manager and will have charge of sales promotion activities.

E. E. Wishard, M.D., professional service representative for the company, has been transferred to the North Chicago headquarters to handle medical copy. Harry J. Foley, formerly with Edwin Bird Wilson, Inc., has been placed in charge of layout and production.



Death of George W. Park

George W. Park, founder of *Parks Floral Magazine*, formerly published at La Park, Pa., died suddenly recently at Greenwood, S. C., in his eighty-sixth year.

N. O. A. B. Officers

The National Outdoor Advertising Bureau has published the report of its president, F. T. Hopkins, made at its annual meeting. The report gives the following officers for the coming year: Henry T. Ewald, chairman of the board; Mr. Hopkins, president and general manager; William D. McJunkin, vice-president; H. F. Gilhofer, vice-president and Western manager; Fred J. Ross, secretary and treasurer; Daniel Volkmar, assistant treasurer; and M. A. Sherman, assistant secretary.

A. D. Chiquoine, Jr., vice-president of Batten, Barton, Durstine & Osborn, Inc., has been elected to succeed Starling H. Busser, also vice-president of Batten, Barton, Durstine & Osborn, on the board of directors. Eugene M. Zuber, vice-president of the Campbell-Ewald Company, has been added to the board.



Form Bacheneimer-Dundes

Bacheneimer-Dundes, Inc., advertising, has been formed with offices at 1819 Broadway, New York. Marshall F. Bacheneimer is president and Harold Dundes is vice-president.

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300 Largest Advertisers in Newspapers for 1934

(Continued from last week)

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Lamont Corliss Co.....	916,955	—	493,271	—
Pond's Preps.....	399,682	29	376,782	27
Nestles Candy.....	208,245	22	44,761	4
Pond's Cold Cream.....	170,025	21	—	—
Oxo-Cubes.....	57,282	8	71,728	8
Pond's Vanishing Cream.....	49,353	21	—	—
Pond's Face Powder.....	32,368	17	—	—
Best Foods, Inc.....	900,331	—	860,514	—
Hellmann's Mayonnaise.....	406,154	44	432,607	39
Best Foods Mayonnaise.....	322,754	26	424,874	21
Nucoa.....	153,547	16	—	—
Best Foods Horse Radish Mustard.....	17,876	9	—	—
Best Foods Condiments.....	—	—	3,033	3
Goodrich Tire & Rubber Co.....	899,734	—	1,104,502	—
Goodrich.....	897,164	81	1,086,207	79
Hood Tires.....	2,570	4	18,295	8
Paris Medicine Co.....	893,804	—	862,756	—
Groves Laxative Bromo Quinine	691,786	76	734,011	73
Pazo Ointment.....	80,224	37	58,715	17
Groves Tasteless Chill Tonic....	66,536	13	61,215	13
Groves Emulsified Nose Drops..	55,258	26	8,815	3
RCA-Victor, Inc.....	868,434	—	867,177	—
RCA-Victor.....	79,031	75	449,194	56
RCA Cunningham Radiotrons..	78,165	66	416,585	64
Victor Records.....	11,238	12	—	—
Cunningham Tubes.....	—	—	1,398	4
Borden Sales Co., Inc.....	848,993	—	1,114,921	—
Borden's Milk.....	386,460	20	—	—
Borden's Condensed Milk.....	119,491	21	72,329	22
Borden's Farm Products.....	97,053	25	451,886	16
Borden's Products.....	96,879	24	—	—
Borden's Dairy Products.....	57,104	18	—	—
None Such Mince Meat.....	29,757	29	14,292	37
Borden's Cheeses.....	26,324	9	570,204	36
Horton's Ice Cream.....	19,007	3	—	—
Borden's Evaporated Milk.....	12,311	10	—	—
Thompson's Malted Milk.....	4,607	3	6,210	17
Emerson Drug Co (Bromo Seltzer).....	844,954	67	22,418	7
Standard Oil Co. of Ohio Prods..	843,242	7	886,733	7
G. H. P. Cigar Co., Inc.....	840,667	—	761,092	—
El Producto.....	664,478	47	730,864	52
La Azora.....	176,189	14	30,228	13
Potter Drug & Chemical Co.....	836,617	—	858,173	—
Cuticura Misc. Prods.....	532,670	78	—	—

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Cuticura Soap.....	131,232	78	—	—
Cuticura Ointment.....	106,799	78	—	—
Cuticura Talcum.....	55,440	76	—	—
Cuticura Shaving Cream.....	10,476	69	—	—
Cuticura Products.....	—	—	858,173	74
Salada Tea Co.....	822,090	42	694,283	38
Gooderham & Worts, Ltd.....	803,025	—	38,999	—
G. & W. Whiskey.....	655,553	34	38,999	5
G. & W. London Dry Gin.....	89,368	21	—	—
G. & W. Liquors.....	58,104	9	—	—
New York Telephone Co.....	794,684	16	777,887	15
F. W. Clements Prods. Co.....	790,426	—	1,091,277	—
Kruschen Salts.....	442,659	87	774,232	83
Allenru.....	115,287	69	94,580	59
Moones Emerald Oil.....	97,565	63	108,033	64
Dares Mentha Pepsin.....	51,116	36	16,127	29
Buckley's Mixture.....	48,356	46	47,705	30
Bronchuline Emulsion.....	31,437	44	21,322	42
Moava Suppositories.....	4,006	12	5,591	12
Radox.....	—	—	13,404	21
Ko-Jene.....	—	—	10,283	31
American Radiator & Standard Sanitary Corp.....	789,313	—	297,409	—
American Radiator & Standard Sanitary Corp.....	789,313	78	194,650	44
Standard Plumbing Fixtures....	—	—	99,682	23
Ideal Stove.....	—	—	3,077	3
Auburn Automobile Co.....	789,092	71	325,024	51
Pennsylvania Railroad.....	742,175	48	527,336	38
Cunard Steamship Company.....	729,355	—	686,230	—
Cunard-White Star.....	431,442	47	—	—
White Star.....	148,480	24	193,692	19
Cunard.....	95,626	29	409,291	27
Cunard-Anchor.....	53,807	6	83,247	5
Phillips Petroleum Co.....	717,875	17	633,990	18
National Sugar Refining Co. (Jack Frost Sugar).....	708,144	29	879,518	27
Raladam Co. (Marmola).....	698,171	78	258,453	72
Bristol-Myers Co.....	695,273	—	832,504	—
Ipana.....	223,385	30	100,064	29
Sal Hepatica.....	191,664	42	304,977	41
Mum.....	117,157	30	66,337	19
Vitalis.....	83,303	14	158,589	19
Ingram's Shaving Cream.....	79,764	22	202,537	26
Union Oil Co. of California.....	678,304	—	1,009,940	—
Union Oil Co. Products.....	663,803	10	994,121	10
Bif.....	14,501	7	15,819	7
Pepsin Syrup Co.....	676,582	—	597,855	—
Caldwell's Syrup of Pepsin....	634,654	62	597,855	58
Caldwell's Pine Balm, Dr.....	41,928	10	—	—
Coca-Cola Co.....	658,261	53	453,422	42
Colonial Beacon Oil Co.....	657,034	25	778,118	21
Atchison Topeka & Santa Fe R.R.	646,852	66	616,454	63

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JERGENS consistently talks to ultimate consumers right in the presence of clerks—and helps those clerks make sales! This product display affords a colorful tie-up with other JERGENS advertising. Gleaming varnished surface imparts lustre and prolongs life of the piece. Designed in the Cincinnati "U S" plant and produced in the Donaldson "U S" plant.

Don't expect too much of a Clerk



The retail clerk is surrounded by several hundred items. He can't know the sales story of many of them. Lucky if he remembers price and proper shelf when a customer calls for a product.

Help that clerk to make sales—of YOUR product—with the "US" type of product display for counter use.

A letter or a 'phone call will put the "US" teamed organization to work for you.

WINDEX, first introduced sectionally, has gone "national", and this counter product display has gone "national" with it. Repeated editions have proved its ability to tell a quick sales story by exhibiting a product that takes the drudgery out of window washing. The DRACKETT organization designed the piece, and commissioned "U S" (Cincinnati plant) to produce it.

The UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI
309 Beech St.

NEW YORK
52-X E. 19th St.

CHICAGO
205-X W. Wacker Dr.

BALTIMORE
409 Cross St.

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Chesebrough Manufacturing Co..	615,351	—	131,345	—
Vaseline	499,078	81	131,345	75
Vaseline Hair Tonic.....	99,613	17	—	—
Pineoleum	16,660	17	—	—
Cudahy Packing Co.....	599,093	—	517,284	—
Old Dutch Cleanser.....	459,762	64	403,916	45
Cudahy Meats.....	125,562	30	104,962	4
Clix Lard.....	7,993	5	—	—
Rex Lye.....	5,776	30	8,406	31
Knox Company.....	584,617	—	447,127	—
Cystex	566,989	88	401,790	75
Callous Ease.....	17,628	13	21,729	11
Diutex	—	—	23,608	10
U. S. Tire & Rubber Co.....	583,457	—	306,241	—
U. S. Tires.....	554,217	67	291,491	41
Gaytees	29,240	17	—	—
U. S. Golf Balls.....	—	—	14,750	5
Canadian Pacific Steamships.....	581,237	62	608,612	57
E. R. Squibb.....	570,595	—	753,192	—
Squibb's Products.....	251,368	13	—	—
Squibb's Adex Tablets.....	141,835	32	193,579	31
Squibb's Aspirin.....	66,770	7	127,731	38
Squibb's Tooth Paste.....	48,300	5	317,911	51
Squibb's Cod Liver Oil.....	35,118	10	68,391	12
Squibb's Tasteless Castor Oil..	27,204	15	45,580	16
Westinghouse Electric & Manu- facturing Co.....	565,601	—	410,317	—
Westinghouse Refrig.....	318,499	44	303,176	51
Westinghouse Misc. Products...	68,342	40	102,977	65
Westinghouse Fans.....	55,870	28	—	—
Westinghouse Radio.....	45,218	9	—	—
Westinghouse Iron.....	42,967	27	—	—
Westinghouse Vacuum.....	18,490	16	4,164	3
Westinghouse Range.....	10,446	12	—	—
Westinghouse Food Mixer.....	4,861	9	—	—
Westinghouse Electro-Speed Roaster	908	5	—	—
Texas Co. Products.....	561,422	77	1,441,475	70
Campbell Soup Co.....	560,615	65	522,023	20
John H. Woodbury, Inc.....	517,518	—	38,337	—
Woodbury's Soap.....	416,226	26	10,812	43
Woodbury's Preps.....	101,292	18	27,525	17
Chicago Tribune.....	516,595	17	581,291	17
Graham Motors Corp.....	510,764	77	493,729	72
Loose-Wiles Biscuit Co.....	510,690	—	739,280	—
Loose-Wiles-Sunshine Prods...	334,452	37	617,849	54
Rippled Wheat.....	176,238	47	59,302	20
Brown Cracker & Candy Co....	—	—	62,129	5
Hupp Motor Car Corp.....	509,881	79	411,352	69
Hamburg American-North German Lloyd	506,260	—	562,278	—

Mar. 7, 1935

Mar. 7, 1935

PRINTERS' INK

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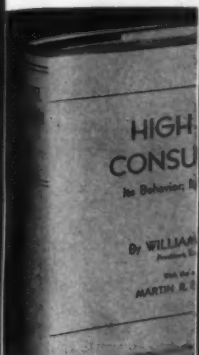
1933	Age	Cities	Advertiser	1934		1933	
				Linage	Cities	Linage	Cities
345	—	—	Hamburg American-North Ger-				
345	75	—	man Lloyd.....	506,260	34	—	—
—	—	—	Hamburg American.....	—	—	236,864	28
—	—	—	North German Lloyd.....	—	—	325,414	33
284	—	—	Electrolux Refrig. Sales, Inc.....	498,182	—	250,562	—
916	45	—	Electrolux Refrigerator.....	496,518	38	250,562	21
1962	4	—	Electrolux Vacuum Cleaner....	1,664	5	—	—
—	—	—	Olive Tablet Co. (Edwards Olive				
406	31	—	Tablets, Dr.).....	497,274	73	436,343	68
127	—	—	Brownie Vintners Co., Inc.....	498,144	—	1,706	—
790	75	—	White Horse Scotch Whiskey..	448,481	42	1,706	3
729	11	—	E. Remy Martin Cognac.....	32,101	33	—	—
508	10	—	Cointreau	13,916	38	—	—
241	—	—	Piper Heidsieck Champagne....	3,646	29	—	—
491	41	—	Gillette Safety Razor Co.....	494,357	—	2,890,027	—
—	—	—	Gillette Razor & Blades.....	494,357	73	2,170,662	76
750	5	—	Probak Blades.....	—	—	719,365	74
512	57	—	Grunow Corp.....	489,904	—	382,339	—
192	—	—	Grunow Radio.....	298,969	51	93,854	40
—	—	—	Grunow Refrigerator.....	190,935	52	288,485	57
—	31	—	Greyhound Lines.....	489,328	49	463,341	46
579	31	38	Somerset Importers Ltd., Inc....	483,312	—	8,709	—
111	51	—	Dewar's Whiskies.....	237,490	40	—	—
191	12	—	Haig & Haig Scots Whiskey...	236,546	39	—	—
580	16	—	Somerset Importers Ltd. Prods	9,276	11	8,709	14
—	—	—	American Safety Razor Co.....	477,053	—	426,326	—
117	—	—	Gem & Eveready Razor & Blades	477,053	74	314,828	43
76	51	—	Gem Razor & Blades.....	—	—	111,498	11
77	65	—	Standard Oil Co. of La. Prods...	456,644	6	345,897	6
—	—	—	Hecker-H-O Co., Inc.....	447,948	—	761,010	—
—	—	—	Hecker's Flour.....	140,233	18	117,635	15
—	—	—	Force	112,876	17	450,285	15
64	3	—	Ceresota Flour.....	91,008	16	128,812	14
—	—	—	Hecker's Cream Farina.....	80,198	16	21,939	7
—	—	—	Presto Cake Flour.....	23,633	3	10,437	3
—	—	—	Hecker's H-O Cereals.....	—	—	26,771	19
—	—	—	Force & H-O Oats.....	—	—	5,131	3
75	70	—	Anheuser-Busch, Inc.....	446,915	—	1,359,528	—
23	20	—	Budweiser	446,915	65	964,967	66
37	—	—	Budweiser Barley Malt Syrup..	—	—	238,083	58
12	43	—	Anheuser Busch Misc. Prods...	—	—	143,755	20
25	17	—	Anheuser Busch.....	—	—	12,723	13
91	17	—	Musterole Co., The.....	444,598	—	263,982	—
29	72	—	Musterole	279,404	71	101,744	68
80	—	—	Zemo	165,194	66	162,238	67
49	54	—	Baltimore & Ohio Railroad.....	440,725	44	447,721	33
02	20	—	Gold Dust Corp.....	432,119	—	319,034	—
29	5	—	Silver Dust.....	411,520	31	193,671	26
52	69	—	Gold Dust.....	20,599	5	125,363	5
78	—	—	Plough, Inc.....	431,967	—	529,751	—
—	—	—	St. Joseph's Aspirin.....	127,635	37	—	—
—	—	—	Penetro Salve.....	93,653	29	58,381	17
—	—	—	Plough's Face Powder.....	89,387	14	—	—
—	—	—	Penetro Nose & Throat Drops..	58,306	34	30,405	17

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Pento Rub.....	33,696	11	—	—
Plough's Products.....	11,570	24	3,901	13
Black & White Bleaching Cream	8,503	9	—	—
Plough's Beauty Preparations..	8,215	3	79,466	16
Penetro Products.....	1,002	3	111,794	19
St. Joseph's Remedies.....	—	—	245,804	19
Congress Cigar Co., Inc.....	423,116	—	280,121	—
La Palina.....	302,782	24	170,830	20
Recollection	120,334	16	109,291	9
Noxzema Chemical Co.....	422,358	71	455,798	65
Crosley Radio Corp.....	420,832	—	196,278	—
Crosley (Refrig.).....	184,591	48	112,430	38
Crosley (Radio).....	173,500	37	83,848	29
Crosley Institutional.....	62,741	18	—	—
Associated Milk Industries.....	418,306	17	—	—
Magnolia Petroleum Co. Prods...	410,807	8	184,544	7
Consolidated Cigar Corp.....	409,230	—	122,672	—
Harvester	233,024	20	56,205	15
Dutch Masters.....	176,206	17	66,467	9
Clicquot Club Ginger Ale.....	407,225	33	233,559	57
Schieffelin & Company.....	403,471	—	20,666	—
Hennessy Cognac.....	255,520	37	20,666	5
Teachers Highland Cream Scotch Whiskey	147,951	35	—	—
Resinol Chemical Co.....	400,902	—	443,608	—
Resinol Ointment.....	291,982	79	—	—
Resinol Misc. Products.....	94,390	79	—	—
Resinol Soap.....	14,530	78	443,608	75
Creomulsion Co., Inc.....	398,859	76	373,377	73
Associated Oil Co.....	396,758	9	207,574	9
N. Y. Central Railroad.....	395,161	52	295,575	51
Bell Telephone Co. of Pa.....	395,140	6	458,540	6
General Petroleum Corp.....	392,300	10	283,135	9
American Sugar Refining Co....	389,465	—	198,878	—
Domino Sugar.....	295,216	46	163,882	41
Franklin Cane Sugar.....	84,961	17	34,996	15
Domino Syrup.....	9,288	8	—	—
Carter Medicine Co. (Carter's Little Liver Pills).....	388,354	88	341,813	83
B. T. Babbitt, Inc.....	385,846	—	551,624	—
Bab-O	369,968	64	485,371	62
Babbitt's Products.....	14,691	20	—	—
Red Seal Lye.....	1,187	5	—	—
Babbitt's Lye.....	—	—	66,253	30
Julius Kayser & Co.....	385,785	—	314,283	—
Kayser Hosiery.....	279,746	59	—	—
Kayser Products.....	53,151	46	—	—
Kayser Lingerie.....	37,638	45	—	—
Kayser Gloves.....	15,250	36	314,283	45
Gilmore Oil Co.....	379,670	7	303,169	7
Coty, Inc.....	379,560	—	316,943	—
Coty Preparations.....	276,214	55	316,943	64
Coty Face Powder.....	103,346	31	—	—

1933
Page Cities

1,901 13
2,466 16
2,794 19
2,804 19
2,121 —
2,830 20
2,291 9
2,798 65
2,278 —
2,430 38
2,848 29
— —
— —
— —
2,544 7
2,672 —
2,205 15
2,467 9
2,559 57
2,666 —
2,666 5
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2,608 —
— —
2,608 75
2,377 73
2,574 9
2,575 51
2,540 6
2,135 9
2,878 —
2,882 41
2,996 15
— —
2,813 83
2,624 —
2,371 62
— —
2,253 30
2,283 —
— —
— —
2,283 45
2,169 7
2,943 —
2,943 64
— —

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Name.....

Address.....Position.....

City and State.....Company.....

(Books sent on approval in U. S. and Canada only.)

PI-3-7-35

Advertiser	1934		1933	
	Linage	Cities	Linage	Cities
Pinex Company.....	378,917	77	371,126	74
Pet Milk Sales Corp.....	373,472	44	—	—
Pillsbury Flour Mills Co.....	373,296	—	46,854	—
Pillsbury's Minitmix.....	180,233	16	—	—
Pillsbury Flour.....	158,469	52	32,993	24
Pillsbury's Sno-Sheen Cake Flour	34,594	32	13,861	9
General Mills, Inc.....	369,568	—	547,199	—
Bisquick	157,060	29	179,818	49
Gold Medal Flour.....	154,484	53	100,198	40
Wheaties	41,285	24	267,183	60
General Mills Prods.....	16,739	13	—	—
Beech-Nut Packing Co.....	366,382	—	328,376	—
Beech-Nut Gum.....	278,867	61	159,188	46
Beech-Nut Prods.....	44,288	31	33,010	64
Beech-Nut Coffee.....	40,929	8	130,646	18
Beech-Nut Candies.....	2,298	4	5,532	11
United Fruit Co.....	365,017	—	294,705	—
United Fruit Co.....	310,244	43	258,615	37
United Fruit Co.—Bananas.....	54,773	25	36,090	21
Matson Navigation Co.....	362,046	7	306,582	17
Richfield Oil Co.....	357,218	38	614,741	33
Packard Motor Car Co.....	355,651	—	410,388	—
Packard	355,651	81	399,060	72
Packard Motors.....	—	—	11,328	6
Canadian National Railways.....	355,337	26	226,752	22
Lambert Co., The.....	354,064	—	225,159	—
Pro-Phy-Lac-Tic Tooth Brush.....	174,543	53	3,076	10
Listerine Dentifrice.....	99,572	22	88,450	35
Listerine Antiseptic.....	79,949	7	133,633	39
India Tea Bureau.....	346,788	76	117,857	38
Champion Spark Plug Co.....	340,330	66	263,518	43
Indo-Vim, Inc. (Mosby's Indo- Vim)	337,158	13	—	—
Van Camp Sea Food Co.....	328,815	—	238,299	—
White Star Tuna Fish.....	202,608	11	153,485	11
Chicken of the Sea Tuna.....	126,207	14	84,814	11
Glenmore Distilleries Co.....	327,793	—	—	—
Glenmore Distilleries.....	132,467	33	—	—
Tom Hardy Whiskey.....	111,165	35	—	—
Anchorage Whiskey.....	61,656	27	—	—
Two Naturals Bourbon.....	22,505	17	—	—
Gold Medal Haarlem Oil Corp... Calvert-Maryland Distilling Co. (Calvert Whiskey).....	324,837	75	72,004	53
Reo Motor Car Co.....	322,025	29	—	—
Reo	319,738	—	404,700	—
Reo Speed Wagons.....	246,365	76	374,747	70
Seedol Laboratories (Kelp-A- Malt)	73,373	74	29,953	56
Canned Hawaiian Pineapple.....	319,286	63	11,689	7
Furness Bermuda Line.....	315,776	39	—	—
Stewart-Warner Alemite Corp...	309,793	28	347,656	26
	309,519	—	65,337	—

1933	Cities	Advertiser	1934		1933	
			Linage	Cities	Linage	Cities
1,126	74	Stewart-Warner Refrigerator..	177,178	31	5,935	7
—	—	Stewart-Warner Radio.....	130,859	46	59,402	32
5,854	—	Alemite Company.....	1,482	7	—	—
—	—	French Steamship Lines.....	308,700	57	273,089	44
2,993	24	Swift & Co.....	308,627	—	429,733	—
3,861	9	Swift's Meat Prods.....	97,874	48	82,722	47
7,199	—	Formay	82,329	8	297,185	14
9,818	49	Swift's Jewel Shortening.....	58,867	20	—	—
0,198	40	Swift & Co. Dairy Prod.....	35,665	10	—	—
7,183	60	Vigoro	33,892	53	49,826	60
—	—	Schlitz Brewing Co., Joseph.....	308,367	—	1,018,810	—
3,376	—	Schlitz	308,367	62	1,015,768	67
9,188	46	Schlitz Malt Syrup.....	—	—	3,042	4
3,010	64	Pure Oil Co.....	306,632	31	73,670	9
0,646	18	Foster Milburn Co. (Doan's Pills)	301,959	85	295,350	81
5,532	11	Niagara Hudson.....	301,356	6	275,220	4
4,705	—	Libbey-Owens-Ford Safety Glass	299,003	46	32,368	17
8,615	37	McKesson & Robbins, Inc.....	298,034	—	—	—
5,090	21	Calox Tooth Powder.....	125,916	16	—	—
5,582	17	Spirits Import Co. Prod.....	64,643	23	—	—
4,741	33	McKesson's Cod Liver Oil Tab-	—	—	—	—
—	—	lets	52,795	33	—	—
3,388	—	McKesson's Products.....	27,812	11	—	—
9,060	72	Silver Crest Gin.....	16,802	9	—	—
5,328	6	Maple Grove Whiskey.....	5,332	3	—	—
5,752	22	Cora Vermouth.....	3,884	5	—	—
5,159	—	Roffignac Cognac Brandy.....	850	3	—	—
3,076	10	New York Sun.....	297,059	18	231,815	16
4,450	35	Waitt & Bond, Inc.....	295,573	—	117,865	—
5,633	39	Blackstone	283,387	22	—	—
8,857	38	Totem	12,186	9	117,865	5
5,518	43	Delaware, Lackawanna & Western	—	—	—	—
—	—	Coal Co. (Blue Coal).....	294,358	30	262,710	31
—	—	United Air Lines.....	291,823	—	240,577	—
2,299	—	United Air Lines.....	291,823	35	239,958	33
9,485	11	Varney Speed Lines.....	—	—	619	3
8,814	11	Scholl Mfg Co., Inc., The.....	289,892	—	194,631	—
—	—	Scholl's Zino Pads, Dr.....	244,136	79	183,925	68
—	—	Scholl's Remedies, Dr.....	24,288	63	—	—
—	—	Scholl's Solvex, Dr.....	16,187	24	—	—
—	—	Scholl's Onixol, Dr.....	5,281	18	—	—
—	—	Scholl's Products, Dr.....	—	—	10,706	17
4,004	53	California Packing Corp.....	288,775	—	5,579	—
—	—	Del Monte Salmon.....	159,624	24	—	—
—	—	Del Monte Products.....	113,352	41	2,036	4
7,700	—	Del Monte Coffee.....	15,799	9	3,543	3
7,747	70	New York Herald Tribune.....	288,261	28	202,874	6
9,953	56	Kopper's Coke.....	286,928	10	537,760	8
—	—	A. H. Lewis Medicine Co., The...	285,943	—	331,621	—
6,689	7	Nature's Remedy.....	285,943	86	315,290	82
—	—	Tums	—	—	16,331	3
6,656	26	Timken Silent Automatic Oil	—	—	—	—
3,337	—	Burner	285,252	27	222,654	18

(To be concluded next week)

Agents Answer A. N. A. Study on Compensation

(Continued from page 26)

through agencies is sufficient proof to the contrary."

* * *

Passing on to the most important part of the A. N. A. study, (major conclusion No. 3) the analysis says:

"If absolute perfection is to be the standard for a system of compensating advertising agencies, then the commission system does not qualify.

"But until someone can suggest an alternative method of compensation that will eliminate the admitted defects of the commission system and at the same time not introduce difficulties and objections and evils of a far more serious character, we believe that every true friend of advertising will prefer to adhere to the formula which, over a period of years, has been attended with so practical a measure of success.

"To a very considerable extent, the objections raised in the Haase report to the present method of compensation are based on the legal theory that the agency is, in law, the agent of the advertiser only and that as between the two the technical legal relationship of principal and agent exists."

Then follows an elaborate amount of data, fortified by legal opinion, leading to the definition of the agent's real status as set forth in the box at the beginning of this article.

"Mr. Haase seems to resent," the analysis continues, "that the agency should receive compensation from the publisher, a party whose interest is adverse to that of the advertiser. But he seems to forget that since the arrangement is open and above-board, fully known to all parties at the time the relationship is entered into, it is not only inconsistent with or repugnant to the obligations of an agent, but be-

comes an integral part of the client-agency relationship.

"We think no one should disagree with the right of the publisher to sell his space on whatever basis he deems advisable; to determine the price at which he shall sell it; to determine whether and to what extent the existence of a successful, sound agency system contributes to the health and ultimately to the profitability of his business; to determine whether and to what extent he wishes to contribute to the continuation of that system by allowing to certain constructive forces compensation in the form of a commission."

Then follows an eloquent argument showing why, in the Association's estimation, the agency has no right to rebate commissions.

"Mr. Haase's defense of the practice," the analysis declares, "is based on the contention that since the agency is the legal agent of the advertiser, and since therefore there can be no adverse interest as between the advertiser and agency, there can be no such thing as 'rebating.'"

"This reasoning is legally and morally unsound, because it does not square with the facts and fails to distinguish where 'adverse interest' applies. As far as the latter point is concerned, it has been demonstrated in the foregoing pages that, regardless of whether the agency acts as the agent of the advertiser, there is an adverse interest in all negotiations or contracting between them including, of course, any agreement to rebate.

"In taking the position that there can be no rebating, in a legal sense, between agency and client, Haase is also flying in the face of the public policy of both Federal and State laws." * * *

"Of course any advertiser has



THOMAS' REGISTER'S "SON" GROWS HUSKY

When Thomas' Register sponsored Industrial Equipment News it offered plenty for the News to grow up to.

Thomas' Register is, and for 26 years, has been the recognized authentic purchasing guide for important concerns—every business—everywhere . . . and enjoys an outstanding reputation for producing inquiries and orders in direct and profitable relation to the dollars spent in it . . . Hence, more than 2200 advertisers in 1935 edition . . . A long lead ahead of all other trade publications of any kind.

And Industrial Equipment News, only 14 months old, is already leading the industrial periodical field by an increasingly wide margin in number of advertisers and in low cost of inquiries and orders it produces.

Within only 18 months, more than 30,000 plant operating men have requested personal mailing of Industrial Equipment News . . . These 30,000 read it each month to keep abreast of new developments and current offerings, and are referred to Thomas' Register for complete sources of supply, for already established products.

The Thomas Publishing Company now offers an advertising combination with the Register and IEN that spells real ACTION for every advertising dollar spent.

Cost—\$350 a year average for effective Register representation—\$828 a year (\$69 a month) for effective IEN representation . . . approximately \$1200 a year for both. A real buy.



THOMAS PUBLISHING COMPANY
461 Eighth Avenue
New York City

the right to decline to deal with an agency on the basis of its receiving commissions from media owners on his business; and the agency can forego such commissions if it so elects. But no agency has any right to play fast and loose with the equities of a third party, in accepting a commission from him and then disposing of it contrary to agreement."

Answering the A. N. A. suggestion that agency commission induces either over-spending or biased spending, the analysis says in part:

"If motives of self interest should all fail to keep an agency loyal to a client's best interest, the advertiser still has an effective means in his own hands, of securing impartial recommendations in the selection of commissionable as against non-commissionable media or other promotive channels. He is in a position to remove temptation from his agency by paying it proportionately for handling those forms of expenditures that are non-commissionable—a practice now very common.

"Under such an arrangement, the advertiser would—as now—pay the agency nothing for its service in handling advertising in commissionable media. Compensation then, as now, would come to the agency in the form of commissions from the publishers. But on all other expenditures—for direct mail, store display, premiums, sampling, trade and consumer deals, trade magazines—as to which the critics of the present system fear that the agencies are inclined to be too unfavorable, a commission paid by the advertiser on the actual expenditures would remove the temptation to be venal. Many agencies now work on such a basis."

In reply to the question as to whether advertiser pays the agency commission, the analysis says:

"Haase claims (page 3) that it is not the publisher who pays the agency commission, but the advertiser, because all the money flows from the advertiser to the agency and then 85 per cent of it to the publisher.

"That argument is very superficial, based on the mere mechanics of payment. The 15 per cent obviously comes out of media income and in case it were abolished as a commission it would have to be used by the media owner in whole or in part to finance other selling methods. It is just as much an element of cost as paper or circulation. Media owners would gladly save that 15 per cent or a half or a third of it if they could.

"The advertiser pays the agency commission only in the sense that the purchaser of anything pays the costs of making, selling and servicing it. That is the way of all commerce. But it is not the purchaser's money in any proprietary sense; it belongs to the vendor, who pays those costs, and besides, the agency commission is not an added cost to anyone if it saves other costs, or to the extent that it does so."

And then, in conclusion, the analysis declares that "the publisher is maintaining, in the form of the agency system, some hundreds of recognized service stations for some thousands of national advertisers."

"The more carefully agency service is studied in all its parts and in all its equities, the sounder appears the view that it should be paid for by giving the agency a uniform percentage of the cost of the amount of advertising which the advertiser finds it profitable to use."

* * *

The following summary of conclusions which the Association declares "seems amply justified" closes the A. A. A. A. argument:

1. The "general dissatisfaction" on the part of advertisers, claimed by the Haase report and assumed by the trustees who sponsored it, does not exist. On the contrary, while certain imperfections in the commission system are frankly recognized on all sides, that system seems to be definitely preferred to any other system that has as yet been put forward. Ac-

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According to Haase's own data, there is a large majority for that.

2. There is not, as claimed in the Haase report, any progressive trend toward advertisers' dispensing with the use of agencies, nor is there any breakdown of the present agency structure or method of compensation, deducible from the data presented by the Haase report.

3. The advertising agency is not, in any exclusive sense, as claimed by the Haase report, the agent of the advertiser. Neither is it exclusively the agent of the publisher. It is in many essentials an independent contractor, doing business on its own capital, and assuming the risk as to commitments made either for advertising space and radio time or for other expenditures.

4. Agencies have neither the moral nor the legal right to rebate commissions, in violation of the terms and conditions under which these are allowed. The legal reasoning by which Haase attempts to justify rebating of commissions is shown, on the ground that there can be no adverse interest between a principal and his agent and hence no transaction between them can be construed as rebating, to be fictitious and inapplicable to that very transaction.

5. The publisher is deeply concerned with the continued health and vitality of the agency system, not because of what any one agency can do for him, but because a strong agency system being indispensable to the effectiveness of advertising, is vital to him.

He is thoroughly justified, therefore, in seeing to it that agencies are properly financed and afforded an incentive to increase their creative effort for clients and hence for him. To that end he is thoroughly justified in allowing commissions to recognized agencies and in basing those commissions on reasonable agency costs, because if the existence of agencies is vital to him, their services are worth to him whatever it costs to keep those agencies operating effectively.

6. The publisher has the same right as any other manufacturer or merchandising concern, to determine the amount of commission that he shall allow on his product—and whom he shall and whom he shall not allow a commission. And like any other manufacturer he has the right to refuse to assist in the tearing down of an organization, vital to him, by allowing that commission to any advertiser who buys of him "direct."

7. And as a corollary to the last statement the publisher has the right to prevent the doing by indirection and subterfuge of that which he can prohibit directly; in other words, he may insist that the agency to which he allows a commission may not use that commission in whole or in part, to reduce the price at which the advertiser buys his space.

8. The advertiser, under the present system, buys for his space dollar not only space in the publication but (if he chooses to avail himself of it without additional cost) the professional services of a "recognized" agency, of his own selection, to "service" that space.

9. If he wishes to pay compensation to his agency in addition to the compensation that the agency receives from the publisher as a commission, he is of course at liberty to do so. The publisher neither has nor claims the right to prevent such additional compensation. In fact, as is shown by the Haase report and as is universally known, most agencies do receive some compensation directly from their clients for service which the advertiser and agency do not believe is adequately paid for in commissions alone.

10. No agency can afford to favor commissionable billing TO THE DETRIMENT OF A CLIENT. The client's interests come first; in no other way can an agency serve its own true interest; it cannot afford to jeopardize success for any immediate or temporary gain. It would be a fool to do so.

In isolated cases where such a

short-sighted policy might exist, it would also exist with a fee system or any other method of compensation, since there would always be some forms of advertising service which secure for the agency more employment or a more profitable use of its facilities, than do others. The temptation would still be there.

Any temptation to favor commissionable expenditures as against non-commissionable, can easily be removed by the advertiser's putting non-commissionable expenditures on an equal or proportionate basis of pay, as is now generally done for mechanical and artwork.

11. The principal product which advertising agencies have for sale is *ideas*. Ideas are not created by the time-clock—nor is their

value measurable by the time-clock. No one can say how much time is spent in the generation of an idea. No one can say what it is worth. The same idea may be worth \$100,000 to one advertiser and only \$100 to another—because the one is in position to use the idea in hundreds of media, and with millions of people—whereas the other, because of the character of its business or financial limitations, may be confined in the use of the idea to a strictly local area. Perhaps after all, with all its illogicalities and imperfections, the commission system—which measures the compensation for an idea or for services, by the extent to which the idea or those services are used—is as logical and sound and equitable as any that could be devised.

* * *

Death of Ralph H. Aronson

Ralph Harris Aronson, vice-president and general manager of Bourjois, Inc., New York, perfumes and cosmetics, died at Orange, N. J., last week. He was forty-six years old.

Mr. Aronson, who was president of Woodworth, Inc., perfumers, until the firm merged with Bourjois, Inc., in 1929, also was chairman of the Perfume, Cosmetic and Other Toilet Preparations Industry Code Authority and chairman of the finance committee. He was actively associated with the Perfumery and Cosmetic Institute, Perfumery Importers Association, and was a member of the Committee of the Toilet Goods Industry.

After the World War, in which he served as a captain of ordnance, he joined the Great Atlantic & Pacific Tea Company. Later he was vice-president and general manager of Vivaudou, Inc., until he became president of Woodworth, Inc.

* * *

Woolf Joins Rapid Engraving

S. Roger Woolf, formerly president of the Woolf-Gurwit Advertising Agency, Chicago, and, more recently, with the Elmer-Richards Company and with the Spiegel, May Stern Company, has been appointed vice-president of the Rapid Engraving Corporation, of that city.

* * *

Campaign for Safetylight

Ray W. Lindamood has been appointed first vice-president in charge of sales of The Unity Manufacturing Company, Chicago, manufacturer of Safetylight, a new type of driving light. A comprehensive national advertising campaign will be inaugurated.

Meyer Both Company Elects

Stanton M. Meyer has been elected president of the Meyer Both Company, Chicago advertising service, vacating the office of treasurer. He will continue in charge of creative work and production. William C. Both has been elected vice-president and chairman of the executive committee. Philip Bernstein, who has been secretary, will continue in that capacity but in addition will be a vice-president. He will continue in charge of sales. George F. Boehm will be treasurer. These elections have been made following the recent death of Oscar Meyer, president and co-founder of the company.

* * *

F. P. Cook Has Own Service

Franklin P. Cook, recently vice-president and manager of the Atlantic City, N. J., office of Craven & Hedrick, New York agency, has started his own hotel and resort advertising service with offices in the Atlantic County Trust Building, Atlantic City.

* * *

Japha with Emerson Electric

Operations of the Japha Advertising Agency, Inc., Buffalo, N. Y., have been discontinued. Frank G. Japha has joined the organization of the Emerson Electric Manufacturing Company, St. Louis.

* * *

Boston Agency Changes Name

Keystone Associates, Inc., Boston agency, has changed its name to Peel, Denton, Palmer & Hanscom, Inc. Dean Winslow Hanscom has been elected a director of the new company.

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Crosley to Play Up "Shelvador"

SIX words, "This much more in a Shelvador," will act as big guns in the campaign this year of the Crosley Radio Corporation on its electric refrigerators. Glenn H. Corbett, advertising manager, outlines some features of the campaign, which marks Crosley's fourth year in the field, as follows:

Shelvador, a patented feature, will be played up, supported by a theme of high-grade materials and workmanship.

Opening guns in the spring drive will be a four-color magazine spread on March 11, followed by full pages in color in four other magazines. Smaller space will be used in some thirty-one additional magazines.

The most extensive newspaper campaign in Crosley history is provided for in co-operation with dealers in which Crosley will share the cost.

Radio advertising on the part of the corporation and distributors will form a part of the program in addition to a business-paper campaign.

♦ ♦ ♦

Briggs in Plumbing Field

The Briggs Manufacturing Company, according to W. P. Brown, general manager, is planning to become a major producer of plumbing ware and fixtures. New designing and styling of bath tubs, wash stands, sinks and other fixtures, it is stated, will be applied to the manufacture of the new line. The company's new plant in Detroit will be ready about April 1.

♦ ♦ ♦

Has Straw Hat Account

M. S. Levy & Sons, Inc., Baltimore, manufacturer of straw hats, has appointed the Glicksman Advertising Company, New York, as advertising counsel. Promotion on the hats will be tied up with Maurice Chevalier and the motion picture "Folies Bergere" in which straw hats are prominently featured.

♦ ♦ ♦

Gallagher Named Postmaster

Joseph F. Gallagher, vice-president of the Richard A. Foley Advertising Agency, Philadelphia, has been named Postmaster at Philadelphia. He has been serving as acting postmaster since June when he was appointed by Postmaster-General Farley.

The February 1935

Issue of

Dry Goods Economist
showed a

33%

Increase in
Advertising Space

70%

Increase in number
of Advertisers

Over February 1934

• • •

Unbiased surveys are
convincing more and
more manufacturers
and advertising agencies
of the dominance
of the Economist in the
department store
field.

• • •

DRY GOODS

ECONOMIST

The Department
Store Magazine

239 West 39th Street
New York City

Ernest C. Hastings
President

N R A: A Piece of Paper and a Policeman's Club

(Continued from page 8)

develop in all industries an organization that parallels the trade associations that existed before NRA, and many of which of course still exist. At different times, actually hundreds of these trade associations have engaged in co-operative trade development work. At one time PRINTERS' INK compiled and published a list of association advertising campaigns which ran up to 400. In other words, co-operative trade development work is not only clearly a trade association function, but what is more, it really is the basic function which brought by far the majority of trade associations into existence. Why then is it not a logical activity for a Code Authority?

The Real Purpose of NRA

There is no reason to assume that NRA exists solely to establish codes which tell industry what it must do, or what it must not do. The original message of President Roosevelt announcing the National Industrial Recovery Act and the provisions of the Act itself definitely establish that NRA exists for the purpose of aiding the economic recovery of industry so that industry may provide economic security for workers. If NRA gives industry through codes the privilege of organizing for co-operative promotion, it will be aiming straight at this target.

Co-operative trade development work by industries has accomplished among other things, the following:

1. Created new consumers through advertising.
2. Improved the product through co-operative laboratory work.
3. Reduced seasonal and style fluctuations.

4. Aided in the development of new products.

5. Reduced prices through the development of broader markets, better production methods, etc.

6. In general, raised the economic status of an industry with resulting benefit to the public, to the workers and to the industry. Inasmuch as a healthy industry is a national economic good, it follows that co-operative trade development work has also benefited the Government.

All of these accomplishments to which co-operative trade development work can point with pride were achieved with loosely drawn trade organizations and minus all enforcement machinery. In other words, the co-operation of the subscribing members was entirely voluntary. The result was that practically all industries' co-operative trade development work was started by a minor percentage of the total number of companies in the industry.

For example, one of the industries which recently definitely applied to NRA for promotion to levy a special code authority assessment for co-operative advertising purposes was one section of the lumber industry. In the open hearing held at Washington in connection with this application, it was brought out that in previous co-operative advertising campaigns by this industry, the advertising appropriation was subscribed to by no more than twenty-eight companies, although there are actually hundreds, if not several thousand companies in this field.

That co-operative trade development work was able to make the progress it did under the very obvious handicaps placed upon it, is positive proof that the idea is fundamentally sound. Give co-operative trade promotional work the powerful support of a code pro-

Mar. 7, 1935

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and division and NRA enforcement machinery, and it may very well be found to be the most effective of all code provisions in reaching out toward the basic NRA goal.

For instance, it is a well-known fact among advertising experts that co-operative trade development work is not apt to be really profitable if undertaken for a short period. In fact, it is something of an accepted rule that co-operative trade development work should be established on a minimum four-year program. On the voluntary basis on which this work has always been done, it happened all too often that for various reasons the work would stop after the first year or two. Thus, just when definite progress was being made a halt would be called to the co-operative trade development program.

Under NRA, long-term programs could not only be laid down, but could actually be carried out. There would not be the upsetting starting and stopping which unfortunately has characterized all too many association campaigns. It is strange and yet true that business men do not work together co-operatively in a harmonious manner unless there is a higher force set over them to keep them in line. That has been the rock on which so many co-operative trade campaigns have foundered. Blast away that rock by making co-operative trade work a function recognized and supervised by NRA, and enormous economic strides will surely be made.

It is odd that the very division of NRA which one might expect to be enthusiastic about co-operative trade work—the Research and Planning Division—has ruled that a co-operative advertising item may not be included in a code authority budget. The purpose of the Research and Planning Division

is to aid industry in providing for a more stable economic future. Apparently, this division has decided that the best route toward this end is a system of reports on production, prices, etc.

PRINTERS' INK could prepare a report based on the actual experiences of scores of associations in trade promotion work that might make the Research and Planning Division see the light. It is no exaggeration to say that no one policy is more likely to exert a stabilizing and expanding influence on an industry than co-operative trade development work.

NRA is levying an assessment against industry at the present time that is being spent primarily in telling industry what it cannot do and in seeing to it that industry obeys these restrictions. It is roughly estimated that the total code authority budgets will amount in the first fiscal year to about \$75,000,000 or \$100,000,000.

That same sum devoted to trade co-operative promotional work would do at least as much in stabilizing and expanding industry and creating re-employment as the present code authority budgets are accomplishing. In other words, why should not NRA set in motion a plan that would encourage the nation's industries to assess themselves for co-operative trade development work as they are now assessing themselves for policing work?

Why not set a goal of \$75,000,000 for the nation's industries to invest in co-operative trade development work? There is an investment that could not fail to produce handsome dividends that would bring us at least several steps nearer that economic Utopia which NRA originally promised, and which it has thus far signally failed to make any progress in reaching.



Bozorth Joins Reach

Edward Bozorth, for four and a half years with Batten, Barton, Durstine & Osborn, Inc., has joined the copy department of the Chas. Dallas Reach Advertising Agency, offices of which are at Newark, N. J.

Ashby Leaves General Foods

Bruce Ashby has resigned as an associate advertising and sales manager of General Foods Sales Company, New York. He has been in charge of Post-Toasties, Post's Whole Bran, 40 Per Cent Bran and Grape-Nuts Flakes.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Russell
John Irving Rorer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
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ADVERTISING OFFICES

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St. Louis, 915 Olive Street: A. D. McKinney, Manager.

Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.
Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, MARCH 7, 1935

A Fairly Good Bill

When the Senate Committee on Commerce refused to allow its chairman, Senator Copeland, to steamroller S. 5 through without a public hearing, it performed a distinctly valuable service for business.

For now it really does seem as if a fairly decent food, drugs and cosmetic act will be submitted to Congress and probably passed.

S. 5 has undergone various and notable changes for the better since the Advertising Federation of America—presuming to represent advertising as a whole—impulsively endorsed it in its raw and original form when it was too much for even Senator Copeland himself to swallow. This is obviously and even admittedly due largely to the influence exerted by the strongly drawn Mead Bill sponsored by The Proprietary Association and written by James F. Hoge.

The Mead Bill contains some

features which make the Copeland Bill look pretty sick in certain respects. These, together with representations made by Charles Wesley Dunn in behalf of the food industry and certain pharmaceutical interests, have caused the Department of Agriculture people (the real overlords in this food legislation business, although nobody seems to know just why they should be) to yield inch by inch.

To the credit of Senator Copeland, be it said that if the law-making function in this country were as it should be—if, in other words, the Department enforcing this law were not permitted to dictate its make-up—S. 5 would be a still better measure without any argument and fighting on behalf of the interests involved. But the Senator had to play politics and is probably doing the best he can in a delicate situation.

Speaking before the Senate Committee on Commerce last Saturday morning, Mr. Dunn eloquently declared:

"This is now a fine bill!"

We cannot agree with Mr. Dunn's rhetorical enthusiasm. S. 5 is not a fine bill at all. It is a loosely drawn patchwork measure which grants altogether too much power to the Department of Agriculture.

But it is vastly better than it was. And if all the interests involved continue to be sensible as they have up to now—continue to co-operate rather than obstruct and be willing to accept reasonable compromises when they cannot get everything they want—S. 5 is going to be whipped into rather good shape.

There is to be another hearing tomorrow (Friday) at which some real progress will be made. Then will come informal conferences between Senator Copeland, representatives of various associations and, of course, the omnipresent

he Copeland department of Agriculture. Thus there will yet be opportunities to suggest needed changes—and, presumably, a disposition to make them. The food, drugs and cosmetic industries can live and flourish under the bill's provisions, and the interests of the consumer will be safeguarded in a way that will not be unsatisfactory even to the professional uplifters.

The way this thing, packed as it is with dynamite, has been handled makes one conclude that the American law enactment system is, although cumbersome, fair enough when given a chance—also that the average American business man is not at all a bad egg.

The spirit of co-operation manifested at the hearing in Washington last Saturday morning was impressive. It was simply a proposition of thoughtful men and women sitting around and talking things over and then arriving at a conclusion containing at least elementary justice for all concerned—even though, as always, the politicians will get the lion's share of the glory and the gravy.

American Tourisme

The French have a word, *tourisme*. It is one of those French words that is almost impossible to translate comprehensively into English. It is an inclusive word and covers about anything that has to do with the tourist business.

During the last couple of years the French have been pretty worried about *tourisme*. To them the drop in tourist trade is as serious a topic for conversation as stocks and bonds, export trade or the state of agriculture. They have found that *tourisme* can be a very profitable business. That is, of course, the main reason why the French Government has taken such keen interest in the subject.

We in the United States have lots

of *tourisme* but we have never looked upon it as an industry. Therefore when Congressman Frederick Lea, one of the gentlemen from California, introduces a bill into Congress to appropriate \$75,000 for the promotion of *tourisme*, he is not taken seriously. Of course a foreign Government of any potency would chuckle at such a paltry sum as \$75,000; but on this side we chuckle at the quaint idea that the Government should foster the tourist trade.

The result of our attitude has been that the big majority of round-trip transatlantic tickets are sold in the United States, to send our citizens abroad. Recently with the depreciation of the dollar a few intrepid foreigners have discovered that the transatlantic liners carry the English, French and Italians just as comfortably as they carry Americans. This trade, however, has been encouraged not by Government but by the steamship companies and travel agencies.

An alert Administration, looking about for new ways to add to the revenues of its citizens, might find some real interest in the subject of *tourisme*. After all it is apparent that we are not going to collect our foreign debts from foreign Governments. Why not try to get a little of our investment back through the expenditures of foreign tourists?

It has not been said for nothing that the French are a canny race.

Wishes vs. Facts

Revelations of million-dollar bonuses paid to top-kick executives bring few grains of comfort to a populace engaged in winning back decent standards of living.

Grisly contrasts contribute nothing toward justifying an economy that permits them to exist.

But, inevitably, even an outraged sense of propriety collides with grim mathematics; and, al-

though public anger would demand forced equalization of wealth, public common sense imposes a decent respect for the arithmetic of wages.

Public sentiment swings as does a pendulum—extreme to extreme. But judgment, even at a time when merchandisers, hoping for richer and yet richer markets, urge higher and yet higher wage-rates—judgment commands a look at such records as that of the steel industry.

Says Charles R. Hook, president of the American Rolling Mills Company: "The steel code, which has now been in effect seventeen months, provides for an average work week of forty hours. Due to the necessity of dividing the available work among an increased personnel, steel workers averaged only 29.7 hours per week in 1934. If a rigid, thirty-hour week had been in effect, the result would have been that these same employees would have been provided with only twenty-three to twenty-four hours per week. . . .

"The added wage cost for the steel industry . . . would be \$185,000,000. Inasmuch as the steel industry suffered a loss of more than \$60,000,000 last year, it is obvious that this increased cost must be passed on to the consumer in the form of increased selling prices."

And higher steel prices would further hamper durable goods.

It's human to wish. But, right now, let not wishful thinking operate to delay our convalescence.

Labels, Front and Center!

We gather that the nation is practically head-on with a crisis in the ill-shapen cow situation. Yet we attack the problem not without hope. Indeed, we offer what we deem to be a constructive suggestion.

News comes from the New York State Colleges of Agriculture and

Home Economics that the butchers have been playing high, wide and handsome in the matter of marketing "discarded dairy animals." One cleaver-wielding miscreant has gone so far as to display, in his shop, a portrait of a dairy cow and beneath her bovine beauty a slogan reading, somewhat cryptically: "Quality is the best economy."

Another—and this on the word of Professor R. B. Hinman—has been palming off sirloins from dairy cattle that, in life, were not merely "common," but also (and somehow this is far more nefarious) "ill-shapen."

The professor protests. "Educational institutions," he says, rightly, "might well tell the public about the kind of meat the public buys and eats, along with the rising demand to label goods to let the consumer know what he gets for what he pays in other commodities."

And yet how harmoniously sometimes, do the gods arrange our mortal affairs. By those who read these columns as consistently as they ought, it will be remembered that the New York State College of Agriculture are linked, by act of Congress, to the Federal Department of Agriculture. Labels! Our Washington agricultural scientists practically *invented* them!

Here, at last, is a labeling opportunity. Nay more, here is a labeling demand—and a demand in which, most heartily, we join. Label, by all means, and from each label omit no fact by which the consumer may be guided. For most interestedly do we anticipate the time, when, upon a rump roast, we may read this inscription:

"Bessie. She was lop-eared and she walked with a hitch and she'd lost one horn. She could kick a milk bucket farther than any cow in Coles County. Her glance was mean and she was rough on dogs. But she never bit."

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Harpers own in reading: tisement pers we I should in these pers ous tionally vertizing a class yet have W

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Are You Ringing Doorbells or Calling by Appointment?



Are
they
"AT
HOME"

to your advertising?

Harpers has a place of its own in our home. As the reading matter, so the advertisement. *If we see it in Harpers we know it is good.* I should think that especially in these depressed times Harpers ought to be an exceptionally good medium of advertising because it reaches a class of people who even yet have purchasing power.

W. H. B., Baltimore, Md.

ADVERTISING cannot produce sales unless it reaches people financially able to buy your product, if they want it. You can ring doorbells, in the hope that out of a thousand rings, you may find a prospect with both the inclination and the means to buy. Or you can concentrate upon the people with means, and endeavor to sell them by straight-forward advertising.

REMEMBER THIS:—A million readers of one publication may not be able to buy as much as one hundred thousand readers of a more vital magazine. When you advertise in Harpers Magazine, you advertise to a market financially able to respond. As these letters prove, when you advertise in Harpers Magazine, you "call by appointment."

Harpers

MAGAZINE

ONE of The Quality Group

The Little Schoolmaster's Classroom

THE Schoolmaster has always tried to be impartial in culling topics for Class discussion, but if there is any particular field of advertising that might be labeled "teacher's pet," it probably is book advertising. Pardon your mentor, then, if he imparts a few interesting facts gathered after a full-page advertisement in a New York newspaper announcing "Inflation Ahead! What to Do About It" by W. M. Kiplinger and Frederick Shelton, led him to "The Inner Sanctum" of Simon & Schuster, Inc., the publishers.

"Some time last fall," Mr. Simon tells us, "we arranged with Mr. Kiplinger to do a book about inflation—not pro or con, but explaining what it means in terms of the average business and the average person—a factual book which would be helpful to people in arranging their affairs to meet any new conditions that inflation might produce. As the editor and publisher of the Kiplinger Washington Letters, subscribed to by business houses for up-to-the-minute business information, Mr. Kiplinger was a logical person to do the book. It was our original intention to publish the volume on March 4, this year, a date marking the third anniversary of Roosevelt's administration.

"However, the manuscript was received on the Friday before the Monday on which the Supreme Court Gold Clause decisions were to be handed down. We decided to take advantage of this event. Mr. Kiplinger came to New York, spent a day putting the final touches on the manuscript and the book was

in print by the following Thursday. "We ran some regular announcement two-column advertisement. To these there was an immediate response in orders—so many that we knew we had struck a subject of especially timely and general interest. It was the response to these initial advertisements that decided us to risk a seven-full column mail order type of advertisement."

The response to the first big space advertisement, Mr. Simon tells the Schoolmaster, was extremely gratifying. Three thousand dollar bills fluttered into the Simon & Schuster office directly with, of course, many more orders being placed with book stores and other book outlets. Similar space in another New York paper was the next advertising step, with the

INFLATION

AHEAD!

What to Do About It



W. M. Kiplinger
Author of "The Kiplinger Washington Letters"



Frederick Shelton
Editor of "The Kiplinger Washington Letters"

YOUR NEW BOOK TELLS
How to Protect Yourself Against Inflation
—And Turn It To YOUR Advantage

TABLE OF CONTENTS

- What is Inflation?
- Why is it happening?
- What can you do about it?
- How to protect your money
- How to protect your property
- How to protect your business
- How to protect your family
- How to protect your future
- How to protect your reputation
- How to protect your honor
- How to protect your conscience
- How to protect your soul
- How to protect your life
- How to protect your death
- How to protect your legacy
- How to protect your inheritance
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To YOUR ADVANTAGE
The following are the names of the publishers of the newspapers and magazines which are members of the National Association of Publishers. They are listed in alphabetical order of the name of the publication.

\$1.00
To YOUR ADVANTAGE
The following are the names of the publishers of the newspapers and magazines which are members of the National Association of Publishers. They are listed in alphabetical order of the name of the publication.

possibility of large space in newspapers in other large cities and time magazine advertising to come. Mr. Simon expressed the opinion that the book will attain the 50,000 mark. He agrees with the Schoolmaster that a number of factors are playing an important part in the successful merchandising of this volume: (1) the subject is timely, important and of wide interest; (2) the price of \$1 is low enough to induce many to invest in a book that in actual help will be worth much more; (3) the "timing" of the introduction of the book was especially favorable and (4) the mail-order type of copy has been extremely effective.

...

A few weeks ago the legislature of the State of Wisconsin turned aside from its regular routine of business to pass what is officially known as Joint Resolution 3, A. The closing paragraph of this resolution is:

"Resolved by the Assembly, the Senate concurring, that the legislature hereby extend its sincere congratulations to *Hoard's Dairyman*, now the national dairy farm magazine, on its fiftieth anniversary for its enviable record during half a century of service to the dairy industry of Wisconsin and the United States."

Yes, *Hoard's Dairyman* has passed its fiftieth milestone. And it is still under the active management of the family that founded it. W. D. Hoard, the founder, died in 1918 but his son, Frank W. Hoard, who has been interested in the magazine during its entire long useful life, is president of the company and his grandson, W. D. Hoard, Jr., is treasurer.

The Schoolmaster is always pleased to record the useful life of publications which have served their readers through thick and thin, through panic and prosperity, through war and peace. Few publications in the country can point quite so proudly as can *Hoard's Dairyman* to a life of service.

Therefore, the Schoolmaster joins with the Class in wishing



**We COLLECT
and we DELIVER, at
no extra cost**

- Here are points you cannot afford to overlook when shipping or ordering merchandise: — ● Railway Express not only provides swift, reliable transportation, but also maintains a door-to-door pick-up and delivery service in all principal cities and towns. There is no extra charge for this extra service. ● A telephone call brings Railway Express to the shipper's door for pick-up and Railway Express delivers to the door of the consignee. ● Take all the guesswork out of your shipping problems by specifying Railway Express. ● Phone the nearest Railway Express agent for service and information on rates.

The best there is in transportation

SERVING THE NATION FOR 96 YEARS

**RAILWAY
EXPRESS**

AGENCY, INC.

NATION-WIDE SERVICE

Read this—

An opportunity for a manufacturer who wants to make every advertising dollar count; for an agency that wants to strengthen its merchandising services.

Man, 32, 11 years with agency and advertiser—packed full of experience in making advertising sell goods. Good copywriter, sound merchandiser. Now with prominent Midwestern manufacturer enjoying record of steady sales increases. Seeks to return East. Salary (important, of course) not paramount. "N," Box 68, Printers' Ink.

Wanted—A Tough Sales Job

Two young sales executives have just finished developing a national sales organization. Five years ago they found a product that was being manufactured in a three car garage, and today, through their sales efforts, that product has graduated into the largest factory of its type in the country. The product is now well enough known to be carried along under its own steam. They are looking for another infant product that needs the proper sales education. Perhaps you have such an orphan. If so, write "L," Box 66, P. I.

MORE

plants running, more men working, more money being spent for new equipment and materials. Wood Products takes the advertiser's story directly to the man who can say "yes" in furniture and woodworking plants. Full Details on Request.

WOOD PRODUCTS

431 E. DEARBORN ST.

CHICAGO

FLY there!

TICKETS DAY OR NIGHT FROM

COOK'S

ROOSEVELT HOTEL

Murray Hill 6-4070

587 FIFTH AVE. • 253 B'WAY

WALDOF-ASTORIA HOTEL

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

this publication another fifty years of usefulness. . . .

To the file of long-time pullers add the following from George L. Service, The Edwards Manufacturing Company, Inc., Cincinnati, Ohio. He says:

"On March 1, 1913, we inserted a seventy-line ad on Edwards Re Steel Cluster Shingles in *Southwestern Farming*. This ad was clipped and accompanied a letter of January 19, 1934. Within thirty days this inquiry bought \$118 worth of roofing. It is interesting to note that this yellow page, twenty-one years old, brought business."

From "The Kalends," published by The Williams & Wilkins Company, the Schoolmaster abstracts some data on reading matter which may or may not be of interest to advertisers as denoting a trend in public taste. The information is based on the biennial book census taken by the Department of Commerce. Says "The Kalends":

"Comparison with the census of the hey-days, 1927, is startling. The aggregate copies, all editions for 1927 is 227,495,544. The comparable aggregate for 1933 was 120,789,903, a shrinkage of 47 per cent. Of these 58,000,000 were school-books, i.e., public school texts; 22,000,000 were 'juveniles,' i.e., for the most part, toys, 2,000,000 were directories, catalogs, blue-books, etc. The arts, the techniques, the sciences, the professions, and belles-lettres including fiction, accounted for no more than 30,000,000—less than 0.25 per capita.

"What classes of books suffered

TO AGENCIES SEEKING FOOD ACCOUNTS

Experienced advertising writer, also trained in foods, presents products from housewife's viewpoint, with strong selling slant. National advertiser says of her work: "A masterpiece! Never before has our mail been flooded with enthusiastic remarks about our advertising." She offers full-time or free lance on food ads, booklets, cook books. "R," Box 69, P. I.

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

HELP WANTED

CONNECTICUT printing house wants man or woman, age 27+, with agency or printing experience in advertising layout and production. \$25 to \$35 salary as experience. Box 535, Printers' Ink.

Wanted—Young man for editorial work. Must be trained in food and drug lines and experienced in magazine makeup and advertising layout. State experience and salary desired. Box 518, P. I.

An active salesman who controls a considerable amount of live business, will find a profitable opportunity with a reliable printing concern having completely modern facilities. Box 533, Printers' Ink.

Advertising Man—Combination copywriter and layout. One who knows the Food Field thoroughly from dealer and consumer's standpoint. Will step up your earnings if able to step up with your "I. Q." State experience and salary desired. Box 519, Printers' Ink.

PHOTOGRAPHIC SALESMEN, resident in New England, Pennsylvania, New York State and city, for prominent New York concern doing national business; must have worthwhile connections among manufacturers and advertisers. Box 522, Printers' Ink.

Old established advertising firm (middle West) wishes to get in touch with a thoroughly competent advertising man who is a good copy writer and production supervisor and who has one or two accounts which he can service himself. Arrangements can be made to place such accounts on a commission basis or party may purchase interest in agency if desired. Box 526, Printers' Ink.

An opportunity of exceptional merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising.

This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement.

Replies held in strictest confidence and should cover full qualifications. Box 591, Printers' Ink.

MISCELLANEOUS

EXACT reproductions of Sales Letters, Testimonials, Bulletins, Pictures, Diagrams, etc.; \$1.50 hundred copies; add 100 cents 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

POSITIONS WANTED

TO N. Y. AGENCY EXECUTIVES—Idea man—14 years in selling and advertising. Knows merchandising, planning, copy, layout, art, and production. Agency experience. Age 34. Box 524, P. I.

CLERK—Experienced in photo engraving, electrotyping and printing. Desires position with advertiser, engraver or publisher. New York or Vicinity. Box 523, Printers' Ink.

Secretary-Stenographer—young woman, nine years' advertising experience, including agency, association and media. Last seven years secretary to well-known advertising expert. Box 532, P. I.

Experienced Executive, past printer and accountant, wishes to contact advertiser in No. Cent. States; features house organs, pep-talks, new ideas of all kinds. Age 50, \$100 week. Box 536, Printers' Ink.

ARTIST FREE LANCE with merchandising viewpoint, knows reproduction, will gladly consult on difficult advertising problems. Visuals, comprehensives, figures, cartoons, lettering. Box 527, P. I.

Advertising sales promotion man 15 years' experience, agency, publishing, direct mail, departmental; expert correspondent, assist or direct. Married, responsible references. Christian. Box 528, P. I.

ADVERTISING:

Copy • Promotion • Merchandising. Contact Counsel. Young Lady. Executive Ability. Experienced. National Class Publication. Box 530, P. I.

"Copy—Ideas"

New York job wanted . . . young man experienced Direct Mail, Trade Paper, Newspaper. Box 531, Printers' Ink.

Typographer, Production Man

In early 30's. 4A agency and national publication experience. Practical printing background. Box 525, Printers' Ink.

ADVERTISING WRITER—with exceptional creative ability and thorough knowledge of every phase of advertising and sales promotion, desires responsible position with progressive organization. Box 530, Printers' Ink.

AAAA OFFER—College man (25), outstanding sales record; proved executive ability; can convince magazine advertising manager in fifteen minutes he's worth double salary asked. Think he can't? Write. Box 529, Printers' Ink.

NOBODY but the mint can make money without advertising. College man, 25, entering advertising as a career. Interested in production. Some experience. Not afraid of long hours or hard work. Salary secondary. Box 534, Printers' Ink.

REGINA
CALGARY
EDMONTON
VANCOUVER

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No responsibility is assumed for any omission

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Advertising rates: Page \$185; half page, \$87.50; quarter page, \$35.75; one-inch minimum, \$16.50; Classified, 75 cents a line, minimum order \$3.75.

the greatest decline as shown by comparison of the 1927 and 1933 schedules? Fiction (36,500,000 to 11,500,000), the miscellaneous group, including directories, etc. (38,000,000 to 10,000,000) and religion and philosophy (22,000,000 to 7,000,000); each of these relatively large groups declined about 70 per cent. Fine arts dropped 64 per cent; poetry and drama, 60 per cent. Other classes that declined more than the general average were agriculture (53 per cent) and biography (53 per cent). Next in line come history (43 per cent), medicine (42 per cent), science and technology (33 per cent). Text-books for school use, a relatively huge class, went down 31 per cent. Juveniles declined 28 per cent, law 27 per cent, travel 25 per cent.

"One class and only one showed an increase, and that increase was substantial. This class was sociology and economics, as might be expected; it rose from 875,191 to 1,113,513—27 per cent."

As one who has watched the growing interest of the harassed citizen as he faces economic problems of which he has no knowledge, the Schoolmaster is not surprised to note the growing interest in books on sociology and economics. This interest may cause considerable disturbance in the minds of the old-fashioned politicians but it means, significantly enough, that the new type of politician must contend with a more economically enlightened populace.

What this means to the advertiser is a little more difficult to see. However as a reader of some of the current books on sociology and economics, the Schoolmaster has been struck again and again with the cynical attitude of present-day economists regarding the claims of advertisers. There is a far more significant trend toward skepticism than many advertisers, at least so far as their copy shows it, would care to admit.

♦ ♦ ♦

Now Lincoln Roden, Inc.

The Roden-Clements Company, Philadelphia advertising agency, has changed its name to Lincoln-Roden, Inc.

T H E MAGIC SHOPPER

A Star Salesmaker for food Manufacturers, Wholesalers or Dealers, and for those who wish to remind the housewife repeatedly to buy their particular brand of product.

Every housewife goes shopping many times a week, and each needs a shopping reminder. Magic Shopper is IT. It is useful, intriguing; it fits the handbag, is made in different sizes, and can be made at very low prices.

SAMPLES will be submitted upon request.

Charles Francis Press

Telephone MEdallion 3-3500

461 EIGHTH AVENUE AT 34th STREET
NEW YORK CITY

68%

GREATER COVERAGE

*The Chicago newspaper which
is best able to help ad-
vertisers build sales
in this market is the
Chicago Tribune
which has over 260,000
more daily circulation in
Chicago and suburbs alone
than any other Chicago daily
paper. This is a 68% greater
coverage of families in metro-
politan Chicago than is avail-
able through any other
Chicago daily newspaper.*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*Average net paid daily
circulation during the six months' period
ended September 30, 1934—city and suburban 644,000—Total 801,000*